



# HOLLISTER GENERAL PLAN 2040

*Adopted April 2026*





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CITY OF HOLLISTER

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# 1. INTRODUCTION

# 1

## 1.1 GENERAL PLAN PURPOSE

This General Plan is a statement of fundamental values and shared vision for future development in the City of Hollister. Its purpose is to direct and coordinate future planning decisions. It also describes the desired character and quality of development, and the process for how development should proceed.

As the City faces continuing development pressure, it will strive to preserve its historical and rural character and traditions while rising to new opportunities and challenges. The General Plan is a tool for protecting Hollister's past while guiding its future development. The General Plan encapsulates the current state of the city and presents a vision for the next 20 years of development.

City of Hollister decision makers will refer to the General Plan when considering land use and planning decisions. City staff will use the General Plan on a day-to-day basis to administer and regulate land uses and development activity. Hollister residents can use the General Plan to understand the City's approach to regulating development and upholding community values.

The Hollister General Plan responds to and derives its authority from California state law. The General Plan addresses the eight mandated elements required by Government Code Section 65302, as well as several optional elements added voluntarily by the City.

Periodically, California cities update their General Plans to reflect changes in land development patterns, market conditions, and community preferences since the last General Plan was adopted. This General Plan is an update and reorganization of the City of Hollister's 2005 General Plan.

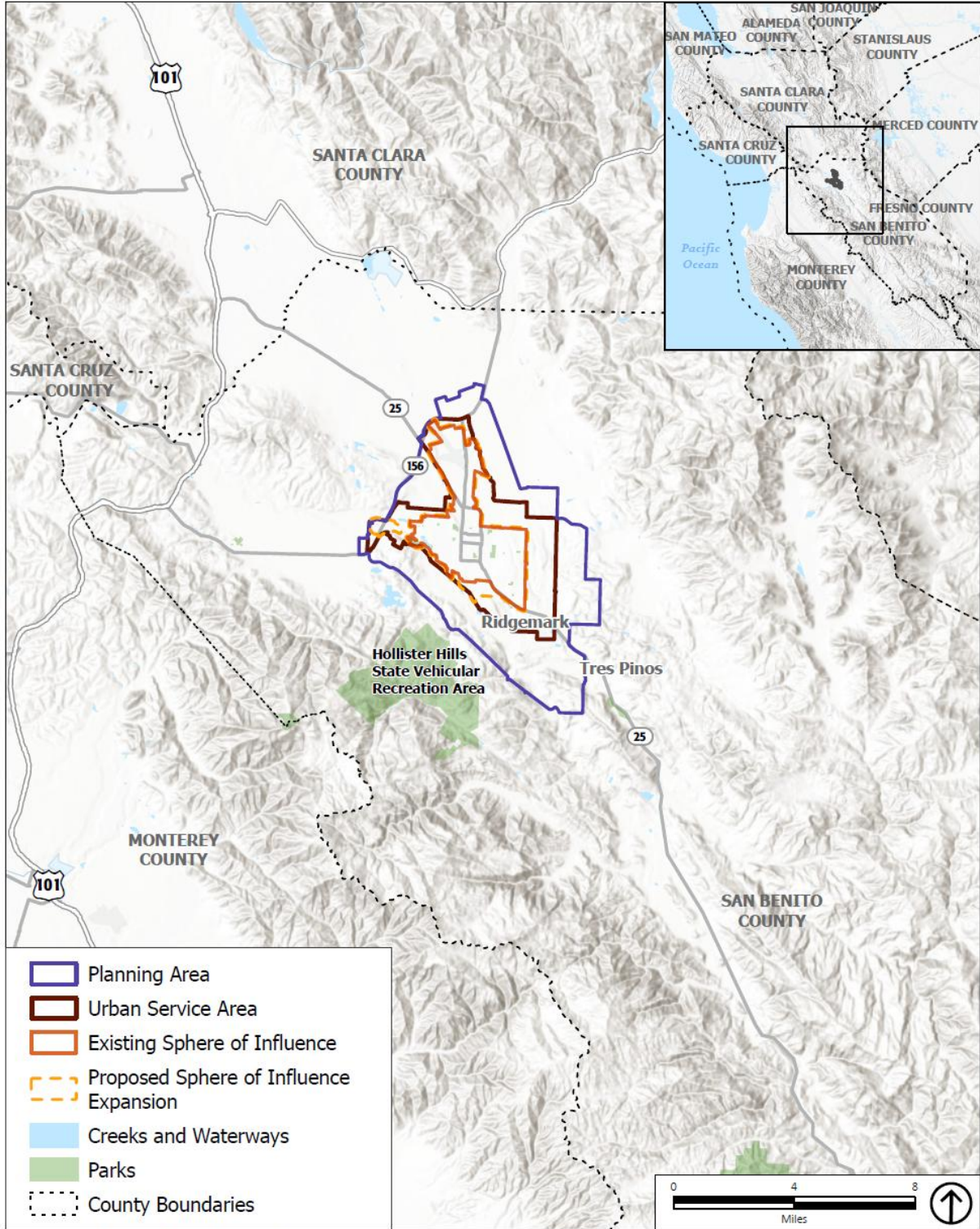
## 1.2 PLANNING CONTEXT

The City of Hollister is the larger of two incorporated cities in San Benito County and serves as the County seat. San Benito County is in the Central Coast region of California, about 100 miles southeast of San Francisco, 40 miles east of Monterey, and 300 miles north of Los Angeles. Figure I-1, Regional Context, illustrates Hollister's location in the region.



Photo by PlaceWorks

Figure I-1 Regional Context



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

Hollister was established as an agricultural center and much of the land use outside of the City Limits continues as agriculture. While development pressure is changing the rural character of the area, agriculture still remains an important asset to the region, as evidenced by the surrounding croplands, orchards, and vineyards, which boost the region's economy and tourism industry.

San Benito County was the fastest-growing county in California during the 1990s, and continued in the 2010s, with a pause in the 2000s due to a lack of adequate sewer infrastructure. Expansions to the wastewater treatment plant have since allowed development to resume at a fast pace. The majority of the growth has been concentrated in and around Hollister. The city has expanded from its historic center and adjacent residential neighborhoods toward outlying suburban development constructed on previously rural land. Due to Hollister's proximity to regional job markets, many of Hollister's employed residents commute to jobs outside the city.

Development has resulted in the loss of agricultural land and created severe constraints on the city's infrastructure. To address these issues, this General Plan provides the framework to encourage additional local jobs for Hollister residents; housing units affordable to all income levels; and a transportation system that accommodates all users, including automobiles, pedestrians, bicyclists, and transit riders.

### **1.3 GENERAL PLAN SCOPE**

The City of Hollister 2040 General Plan addresses the following major policy areas.

#### **1.3.1 LAND USE AND COMMUNITY DESIGN ELEMENT**

The Land Use and Community Design Element establishes the type, location, density, and intensity of development activity in Hollister. It describes the goals and policies that will guide Hollister's future growth patterns and development standards. It also strengthens and protects the unique aspects that make Hollister a great place to live while enhancing the character of the city by improving the quality of design and amenities.

#### **1.3.2 CIRCULATION ELEMENT**

The Circulation Element describes the services, facilities, and capital improvements needed to facilitate vehicle, pedestrian, transit, bicycle, and emergency circulation. It also identifies future distribution, location, level of service, and extent of public and private transportation facilities to support the prescribed land uses in the General Plan.

### 1.3.3 COMMUNITY SERVICES AND FACILITIES ELEMENT

Community facilities are necessary in the provision of Hollister’s essential public services. These services include schools, fire and police services, childcare, civic services, and park and recreation services. Hollister’s objective is to provide high-quality public services throughout the city, now and in the future. Infrastructure serves as the foundation for all development in Hollister. This element establishes goals, policies, and actions for the following systems: water supply, wastewater collection, storm drainage and flood control, and solid waste collection and disposal. Infrastructure improvements should preserve economic vitality, accommodate new housing, increase Hollister’s revenue base, and correct existing deficiencies.

### 1.3.4 ECONOMIC DEVELOPMENT ELEMENT

The Economic Development Element establishes policy guidance to support and maintain an economically viable community. This element responds to Hollister’s goal to be known as an innovation hub that attracts businesses to the city’s downtown, industrial park, and airport area. It includes policies that support efforts to improve local retail options, increase the quality and quantity of local jobs, decrease the need for commuting outside of the city, and enhance Hollister’s appeal as a tourist destination.

### 1.3.5 NATURAL RESOURCES AND CONSERVATION ELEMENT

The Natural Resources and Conservation Element outlines City policy for the preservation of natural resources and provision of outdoor recreation opportunities, including the San Benito River.

### 1.3.6 HEALTH AND SAFETY ELEMENT

The Health and Safety Element covers two of the eight State-mandated General Plan elements: Safety and Noise. This section identifies and assesses hazards in the community and establishes the goals, policies, and actions necessary to ensure community safety. Additionally, the Health and Safety Element addresses hazards associated with climate change, seismic and geologic activity, flooding, wildland and urban fires, emergency preparedness and emergency operations, and hazardous materials. In addition, the Noise Element is meant to provide a means for protecting the community from harmful effects of noise exposure.

### 1.3.7 OPEN SPACE AND AGRICULTURE ELEMENT

The Open Space and Agriculture Element outlines City policy for the preservation of open space and agricultural areas. This element responds to Hollister’s desire to maintain productive and viable agricultural land while providing for economic development, growth, and expansion.

### 1.3.8 ARTS AND CULTURE ELEMENT

The Arts and Culture Element outlines City policy for creating a lively arts scene that encourages self-expression and ensures the representation of Hollister's arts and cultural communities. The element includes policy direction to expand arts programming, support funding efforts, and develop a distinct identity for Hollister as a regional destination for arts, culture, and creative enterprises.

### 1.3.9 ENVIRONMENTAL JUSTICE ELEMENT

The Environmental Justice Element identifies impacted communities and sets policy direction to minimize effects of environmental hazards on these communities, with an emphasis on pollution exposure, food access, and safe and sanitary homes. The element also establishes policy guidance to promote physical activity and ensure adequate access to public facilities and services.

### 1.3.10 HOUSING ELEMENT

Hollister's ability to attract employment-generating uses will depend on its ability to provide a wide range of housing choices for families and nonfamily households so that all economic segments of the community have the ability to obtain safe, decent, and affordable housing. The Housing Element quantifies the estimated housing needs of Hollister's future population and sets forth the actions to ensure that the future need is satisfied. The Housing Element is a separate, stand-alone element of the General Plan, and has not been updated as part of the 2040 General Plan.

## **1.4 IMPACT OF PLAN ADOPTION**

Once adopted, the General Plan is the basis for land use and other municipal decisions. The plan itself is not a regulation; for implementation, it relies on tools such as the zoning ordinance, subdivision ordinance, design review, capital improvement program, and a variety of special purpose ordinances and programs.

In accordance with California law, the City's zoning ordinance and other implementation tools must be consistent with the General Plan. This means that the zoning ordinance will need to be reviewed after adoption of this plan to ensure consistency. During the preparation and public review of zoning ordinance amendments, topics such as building height, densities, and allowed uses will be discussed for specific parcels. The general rule is that the zoning ordinance can be more restrictive than the General Plan, but cannot allow a greater level or completely different type of development than that described by the policies and standards in the General Plan.

## **1.5 PROCESS FOR DEVELOPING THIS GENERAL PLAN**

### 1.5.1 PUBLIC PARTICIPATION

The 2005 General Plan, on which this 2040 General Plan Update is based, was developed through a public sharing process, consisting of issue exploration, alternatives analysis, and policy development. A General Plan Advisory Committee provided overall direction, with the assistance of citizen representatives who worked closely with the consultant team and City staff to guide the public process for updating the plan.

The process that resulted in this update also had significant public involvement and guidance from City leadership. During both summer 2020 and spring 2021, the City and its consultant team held multiple virtual workshops and public meetings to receive input on the vision statement and policy options as part of the General Plan Update. Due to the COVID-19 pandemic, which began in early 2020, the City collected community input through virtual workshops and online activities. Although the workshops were virtual, they still allowed for dialogue and small group participation so community members could share ideas and hear feedback from their neighbors. The outreach program included:

- Four virtual workshops in the summer of 2020 and three General Plan Advisory Committee meetings in the fall of 2020 to receive input and provide direction on the vision statement and background reports.
- Two public workshops in March 2021, five General Plan Advisory Committee meetings in March and April 2021, a Spanish language workshop in May 2021, and a Planning Commission meeting on May 24, 2021, where input and direction on the draft policy options was received.
- In addition to public meetings, a policy options survey, which was available in both English and Spanish on the City's General Plan Update website for members of the community to also provide comment on the General Plan Update and policy options. This survey was also circulated via email to the project mailing list, and advertised on City social media accounts.

The public input received from the workshops, survey, and General Plan Advisory Committee meetings helped inform this General Plan Update.

The working draft General Plan Update was subsequently reviewed in public discussion and refined before adoption.

### 1.5.2 ENVIRONMENTAL REVIEW

In addition to the public participation noted, the General Plan Update process has included the preparation of an Environmental Impact Report (EIR) pursuant to the California Environmental Quality Act (CEQA). Descriptions of the environmental setting and the specific public actions resulting from the General Plan are included in the body of individual sections of the plan. These sections provide the description of the General Plan and its environmental setting for the EIR.

The EIR provides the project summary, impact analysis, and associated mitigation measures to reduce environmental effects to a level considered less than significant, where feasible. It also addresses other mandated components of an EIR for a General Plan. Following circulation of the draft Hollister General Plan and EIR, responses were prepared for the comments received, and the Final EIR was certified prior to adoption of this General Plan Update.

## 1.6 UPDATING THE GENERAL PLAN

Once adopted, the General Plan does not remain a static document. According to Government Code Section 65358(b), State law permits up to four General Plan amendments per mandatory element per year. Most amendments usually propose either a change in the land use designation of a particular property or a text amendment. It is important to note that amending the plan can often result in internal inconsistency of the plan. In this context, the decision-making bodies are advised to take care in making decisions regarding General Plan amendments and to adopt the findings listed on the following page.

General plans are based on analyses and assumptions concerning social, economic, and physical conditions that may be subject to change over time. Having now been adopted in its final form, the Hollister General Plan should be reviewed annually and, if necessary, updated to reflect new conditions and information.

After adoption of a General Plan, the City of Hollister may also adopt subsequent “area plans” and “specific plans” to address local concerns in additional detail.

An area plan is a specialized plan that addresses a particular region or community in Hollister’s Sphere of Influence. Such plans refine the policies of the Hollister General Plan as they apply to a smaller area. They are implemented by local ordinances, such as those regulating land use. Area plans are focused planning policy documents that become part of (and must be internally consistent with) the Hollister General Plan. Unlike a specific plan, State law does not stipulate the minimum contents of an area plan. However, to be considered for adoption in the City of Hollister, area plans must include sufficient information to enable a comprehensive evaluation of a given area in relationship to the General Plan.

Unlike an area plan, a specific plan would not be an amendment to the Hollister General Plan but would be designed to implement the goals and policies of the General Plan for a specific geographic area. When a specific plan is adopted, it represents a separate document that must be fully consistent with the goals and policies stated in the Hollister General Plan. A specific plan is a hybrid policy statement and/or regulatory tool that places the emphasis on development standards and criteria that would supplement those stated in the Hollister General Plan. The text and diagrams of a specific plan must address land use (including open space), infrastructure, standards for development and natural resource conservation, and implementation measures.

General Plan amendments that are approved by the City Council must be supported by findings of fact. Findings provide a rationale for making a decision to approve or deny an amendment. While specific findings may be applied on an amendment-by-amendment basis, the following minimum standard findings should be made for each General Plan amendment:

- The proposed amendment is deemed to be in the public interest.
- The amendment is consistent and compatible with the rest of the General Plan and any implementation programs that may be affected.
- The potential impacts of the amendment have been assessed and have been determined not to be detrimental to the public health, safety, and welfare of the community.
- The amendment has been processed in accordance with the applicable provisions of the California Government Code and CEQA.

City-initiated amendments, as well as amendments requested by other public agencies, are subject to the same basic process and requirements described previously to ensure consistency and compatibility with the General Plan. This includes appropriate environmental review, public notice, and public hearings leading to an official action by resolution of the City Council.

## 1.7 GOALS, POLICIES, AND ACTIONS

Each element of this General Plan contains background information and a series of goals, policies, and actions. Figure I-2 illustrates that policies and actions are at the same level of importance and are intended to implement goals. In most cases, goals have both implementing policies and actions. However, it is also possible for a goal to be implemented exclusively through policies or actions. The following provides a description of goals, policies, and actions and explains the relationship between them:

- A **goal** is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- A **policy** is a specific statement that sets standards to guide decision making as the City works to achieve a goal. Such policies, once adopted, represent statements of City regulation. A policy is ongoing and is implemented by City staff, the Planning Commission, and City Council in their review of land development projects and in decision making about City actions.
- An **action** is an implementation measure, procedure, or technique intended to help achieve a specified goal. The City must take additional steps to implement each action in the General Plan. An action is something that can and will be completed in a specific timeframe during the General Plan planning period.

These goals, policies, and actions provide guidance to the City on how to direct change and manage its resources over the next 20 years.



Figure I-2 Hierarchy of General Plan Goals, Policies, and Actions

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# VISION AND VALUES

# 2

The following statements of Vision and Values provide the underpinnings for all concepts in this General Plan for its ultimate implementation. The 2040 Vision describes the future of Hollister as the community would like it to be in 2040 and sets the tone for the entire document. The Values provide direction for decision making as the General Plan is implemented over time. The Values remind local leaders and City staff of the ideals that are most important to the community. All policies and actions are intended to support the implementation of Vision and Values.

## 2040 VISION

*Hollister is the heart of San Benito County, a welcoming place where people come to live, work, and play. People choose to live here because of the strong sense of community, diversity, and the wide range of housing types for all income levels. Framed by the Diablo and Gabilan ranges and surrounding agricultural landscape, Hollister preserves its historic past and ensures that new development complements the small-town charm. High-quality design and strong architectural character attract people to retail areas and contribute to a sense of place.*

*Known as an innovation hub, Hollister attracts businesses to its downtown, its industrial parks, and its airport so that they can collaborate with each other and benefit from the diverse labor pool. Tourists add to Hollister's economic diversity by dining, shopping, and staying in Hollister while en route to Pinnacles National Park, Hollister Hills State Vehicular Recreation Area, and the surrounding wineries. The availability of high-quality jobs means that residents can work locally, freeing up time that might otherwise be spent commuting.*

*Traveling by car, bus, bicycle, or on foot are all easy in Hollister. Neighborhoods, schools, shops, jobs, healthcare, and public services are connected by bikeways, walkways, and bus and rail lines.*

*Community life flourishes in Hollister. A vibrant, historic downtown, lively arts scene, inviting parks and public spaces, and activities and services for people of all ages help forge self-expression, connection, and well-being.*

*New growth is primarily focused in existing urban areas or adjacent to existing development, to enhance connectedness and preserve active agricultural uses and open space areas. The City coordinates with the County of San Benito and other local agencies to ensure growth is well-planned, sustainable, and citizens are provided with needed services and resources.*

*Hollister is a unique and diverse city that is, and will remain, a place to call home for generations to come.*

## VALUES



### EQUITY

We ensure that everyone is treated fairly. There is equal access to City services and infrastructure and the effects of future decisions are shared by the entire community.



### DIVERSITY

We respect diverse social, cultural, religious, and political backgrounds. As an inclusive city, we welcome and support all ages, incomes, and abilities.



### INNOVATION

We think boldly, foster new ideas, and generate opportunity.



### SUSTAINABILITY

Our policies and actions contribute to our social, economic, and environmental sustainability. We work to preserve the community for generations to come.

# 3. LAND USE AND COMMUNITY DESIGN ELEMENT

# 3

*The Land Use and Community Design Element describes land use in Hollister today and a General Plan land use map, describes special planning areas, and provides the City's basic policies regarding growth and conservation, on which the other General Plan elements are based. State law mandates the inclusion of a land use element in any General Plan. Land use goals and policies establish the overall type and location of development activity in Hollister and are closely related to housing and economic development. This element also includes a community design section, although not required by California law, because Hollister residents place great importance on the goal of improving the quality of development in the city. This section presents goals, policies, and actions for the following topics:*

- 3.6.1 Growth Management*
- 3.6.2 Residential Uses*
- 3.6.3 Mixed-Uses*
- 3.6.4 Commercial Uses*
- 3.6.5 Industrial Uses*
- 3.6.6 Special Planning Areas*
- 3.6.7 North Gateway*
- 3.6.8 West Gateway*
- 3.6.9 Buena Vista Road*
- 3.6.10 Downtown*
- 3.6.11 Old Town Residential*
- 3.6.12 Home Office*
- 3.6.13 Meridian Street Extension*
- 3.6.14 Union Road*
- 3.6.15 Urban Agriculture*
- 3.6.16 Community Design*
- 3.6.17 Open Space and Landscaping*
- 3.6.18 Parking Requirements*
- 3.6.19 Historic Resources*



Photo by David Mirrione

### 3.1 HOLLISTER TODAY

Hollister’s original urban core was in and around today’s historic downtown area. Today, Hollister has evolved into a suburban community that serves as the commercial, economic, civic, cultural, and educational center of San Benito County. Hollister’s mix of land uses range from dense multilevel commercial buildings downtown to single-family residences and undeveloped agricultural land; although most of the development in Hollister is currently residential. Single-family one- and two-story homes represent the majority of residential development. Some multifamily housing is dispersed throughout the city, mainly along arterial and collector streets.

The Land Use and Community Design Element defines land use categories in Hollister’s four planning boundaries: the Planning Area boundary, the Urban Service Area (USA), the Sphere of Influence (SOI), and the City Limits. These boundaries, shown in Figure LU-1, guide how the General Plan addresses development within the City Limits and in surrounding areas that directly influence development planning and decision making in Hollister.

#### 3.1.1 PLANNING AREA

State law refers to the Planning Area as “any land outside [the City] boundaries which in the [City’s] judgment bears relation to its planning.”

The Hollister Planning Area encompasses incorporated and unincorporated territory and identifies the area where the City has an interest in land use. This boundary does not give the City any regulatory power, but it signals to San Benito County and other nearby local and regional authorities that Hollister recognizes that development in this area may have an impact on the City. Hollister City staff will review development proposals submitted to San Benito County for parcels inside the Planning Area for consistency with land use policies outlined in this General Plan.

#### 3.1.2 URBAN SERVICE AREA

Hollister’s USA historically defined the areas in which the City provides access to municipal water and sewer service. However, as part of this General Plan, the City will evaluate whether this boundary can be retired as Government Code Section 56133 identifies the geographic area in which jurisdictions can provide infrastructure service.

#### 3.1.3 SPHERE OF INFLUENCE

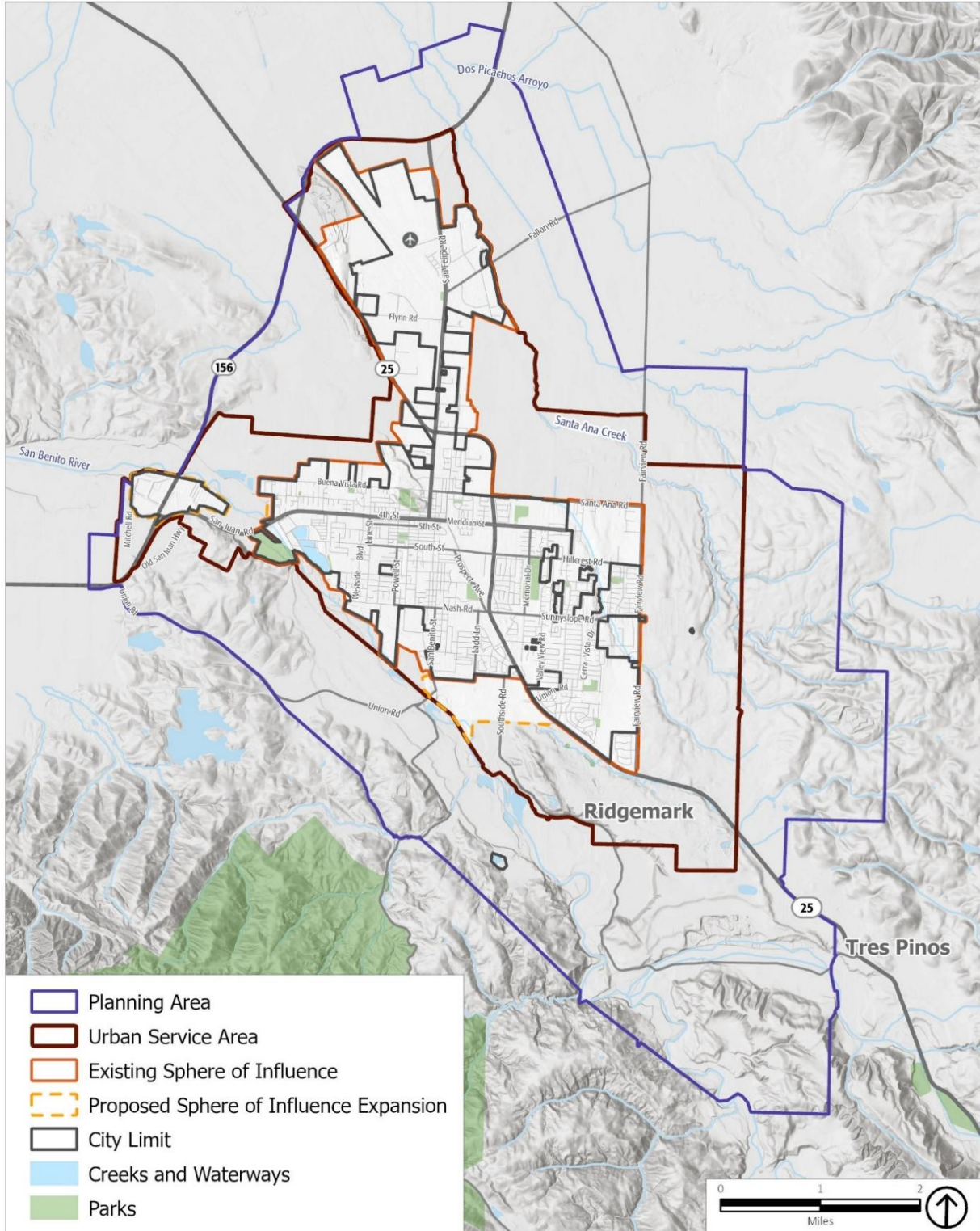
The SOI encompasses the City’s ultimate service area. The San Benito County Local Agency Formation Commission (LAFCO) determines the SOI boundaries for Hollister and other jurisdictions and agencies in San Benito County. As a part of this General Plan, the City of Hollister is proposing to amend its SOI, as shown in Figure LU-1. The City of Hollister proposes expanding the SOI to the San Benito River and San Benito



Photo by PlaceWorks

Street and Southside Street and to Enterprise Road between Southside Road and Highway 25. The proposed SOI expansion would incorporate the vacant land with residential and mixed-use designations within the SOI.

Figure LU-1 Hollister Planning Area



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

### 3.1.4 CITY LIMITS

The Hollister City Limits encompass incorporated territory that the City serves and regulates. The use of land in the City Limits is controlled by the City of Hollister through its General Plan, zoning code, land subdivision process, and other related regulations.

## 3.2 GENERAL PLAN LAND USE MAP

The General Plan's Land Use Map, shown in Figure LU-2, graphically represents allowed land uses and intensities for physical development in the Planning Area. The General Plan land use designations provide the basis for more specific requirements and standards in Hollister's zoning ordinance. Definitions for each land use category are provided on the following pages.

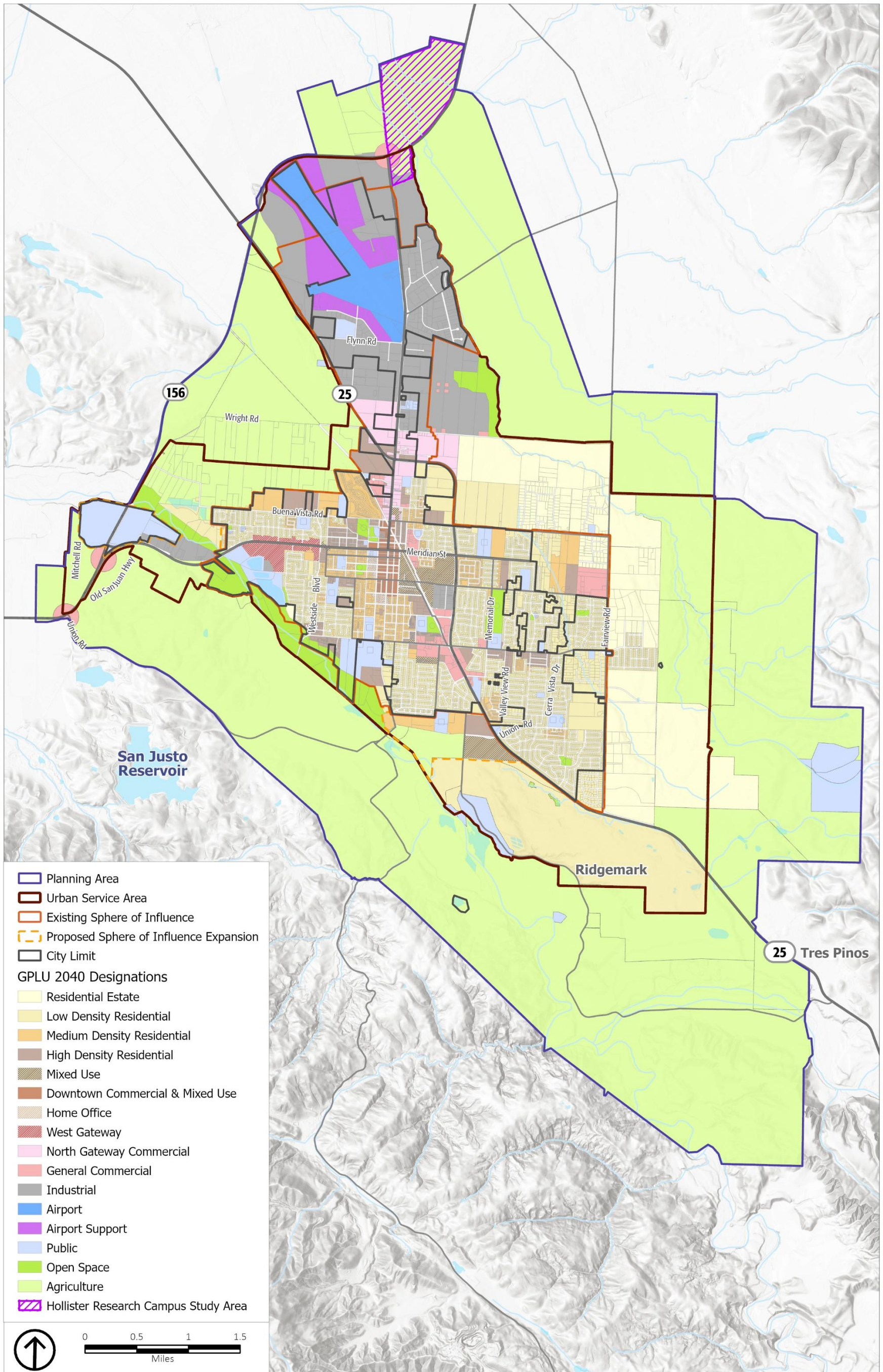
It is important to consider the following points when referring to the General Plan Land Use Map:

- The Land Use Map indicates the primary use of land prescribed in the indicated areas but does not preclude minor deviations from the designated pattern, so long as the intent of the predominant land use designation is maintained.
- The General Plan Land Use Map will be amended in the event that the City makes changes to the designations of any land areas.

Table LU-1 identifies the amount of land designated for each use shown on the Land Use Map (Figure LU-2). In addition to calling out land use quantities, the table highlights the range of acceptable land use densities with a given designation where applicable. The next several pages elaborate on the allowed uses in each designation and the permitted development types.

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Figure LU-2 Land Use Map



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

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TABLE LU-1 GENERAL PLAN LAND USE DESIGNATIONS					
Land Use Designations		City Limits Acres	SOI Acres	Planning Area Acres	Maximum Permitted Intensity
RE	Residential Estate	0	55	1,960	0.2 to 1 du /ac
LDR	Low Density Residential	1,365	395	1,380	6 to 10 du/ac
MDR	Medium Density Residential	445	150	0	11 to 29 du/ac
HDR	High Density Residential	250	165	0	30 to 65 du/ac
MU	Mixed-Use Commercial and Residential	105	55	0	30 to 65 du/ac 3.0 FAR
DMU	Downtown Commercial and Mixed-Use	55	0	0	30 to 125 du/ac 3.0 FAR
HO	Home Office	15	0	0	11 to 29 du/ac 1.0 FAR
WG	West Gateway Commercial and Mixed-Use	75	0	0	30 to 65 du/ac 3.0 FAR
NG	North Gateway Commercial	95	95	45	30 to 65 du/ac 2.0 FAR
GC	General Commercial	120	55	95	2.0 FAR
I	Industrial	579	362	618	1.0 FAR
AS	Airport Support	206	98	82	1.0 FAR
A	Airport	375	0	0	N/A
P	Public	495	85	295	2.0 FAR
OS	Open Space	195	10	345	0.01 FAR
AG	Agriculture	10	120	15,990	N/A
<b>TOTAL</b>		<b>4,385</b>	<b>1,645</b>	<b>20,810</b>	

du/ac = dwelling units per acre

FAR = floor-area ratio

Numbers have been rounded to the nearest five.



Photo by David Mirrione



Photo by PlaceWorks



Photo by PlaceWorks

### 3.3 LAND USE DESIGNATIONS

#### 3.3.1 RESIDENTIAL ESTATE (0.2 TO 1 UNIT/GROSS ACRE)

The Residential Estate category of residential land uses is intended for single-family, residential units on large lots. The Residential Estate category only occurs in long-range phased areas outside of Hollister's City Limits and SOI (but is within the Planning Area). Residential Estate land uses are intended to provide sites for larger, distinctive residences in areas that the City does not provide public infrastructure.

#### 3.3.2 LOW DENSITY RESIDENTIAL (6 TO 10 UNITS/GROSS ACRE)

The Low Density category of residential land uses is intended to promote and protect single-family neighborhoods. Low Density Residential land uses are intended to provide sites for single-family detached and attached units, duplexes, and Planned Unit Development (PUD).

#### 3.3.3 MEDIUM DENSITY RESIDENTIAL (11 TO 29 UNITS/GROSS ACRE)

The Medium Density category provides greater housing choices in the city for different family sizes and incomes (examples include townhomes, duplexes, and triplexes). In the Medium Density Residential land use category, new single-family, detached residential development is not a permitted use.

#### 3.3.4 HIGH DENSITY RESIDENTIAL (30 TO 65 UNITS/GROSS ACRE)

The High Density Residential land use category provides opportunities for multiple-family residential development. The range of unit types includes multifamily apartments and condominiums.

#### 3.3.5 MIXED-USE COMMERCIAL AND RESIDENTIAL (30 TO 65 UNITS/GROSS ACRE; 3.0 FAR)

The Mixed-Use Commercial and Residential designation is intended to promote a vertical or horizontal combination of residential and commercial uses within a single building or site. The vertical mixed-use designation is intended to encourage retail sales, service, office, and public uses on the ground floor with upper floors of office and residential uses. Horizontal mixed-use in this designation shall orient commercial uses near key intersections, and ensure that they are easily accessible, pedestrian oriented, and serve the surrounding residential uses. The Mixed-Use Commercial and Residential category applies to commercial activity that includes government and professional offices, neighborhood-oriented retail, community shopping centers, specialty stores, arts and crafts, woodworking, and assembly processes.

### 3.3.6 DOWNTOWN COMMERCIAL AND MIXED-USE (30 TO 125 UNITS/GROSS ACRE; 3.0 FAR)

The Downtown Commercial and Mixed-Use designation allows commercial uses and residential uses, or a combination of the two. Special attention should be given to pedestrian circulation in the area to provide access to adjacent facilities and uses. The designation encourages ground floor, pedestrian-friendly, retail sales and service uses with upper floors of office and residential uses. Allowed commercial uses include neighborhood convenience stores, restaurants, regionally-oriented specialty stores, medical and dental offices, and residential units. Commercial uses that require drive-through windows nor open-air car, truck, and boat lots, automotive repair, and body shops are prohibited downtown. Smaller vehicle sales are permitted within enclosed buildings.



Photo by PlaceWorks

### 3.3.7 HOME OFFICE (11 TO 29 UNITS/GROSS ACRE; 1.0 FAR)

The Home Office designation is intended to allow for residential and small-scale businesses, which include specialty, administrative, and professional services. Nonresidential buildings that share street frontage with residentially developed properties should maintain a residential character. The designation does not require office development; rather, it creates the option for offices in what is otherwise a medium-density residential district. The Home Office designation is near the downtown area and serves as a transitional zone between the higher-intensity downtown area and surrounding established residential.



Photo by PlaceWorks

### 3.3.8 WEST GATEWAY MIXED-USE (30 TO 65 UNITS/GROSS ACRE; 3.0 FAR)

The West Gateway Mixed-Use designation is intended to foster an attractive entry to the City of Hollister by featuring community shopping, retail, offices, and residential uses. This designation requires projects to include a commercial component if within the radius of the West Gateway commercial nodes identified in Figure LU-3. The design guidelines described in Section 3.5, Special Planning Areas, stipulates additional criteria that development in the West Gateway area must meet.

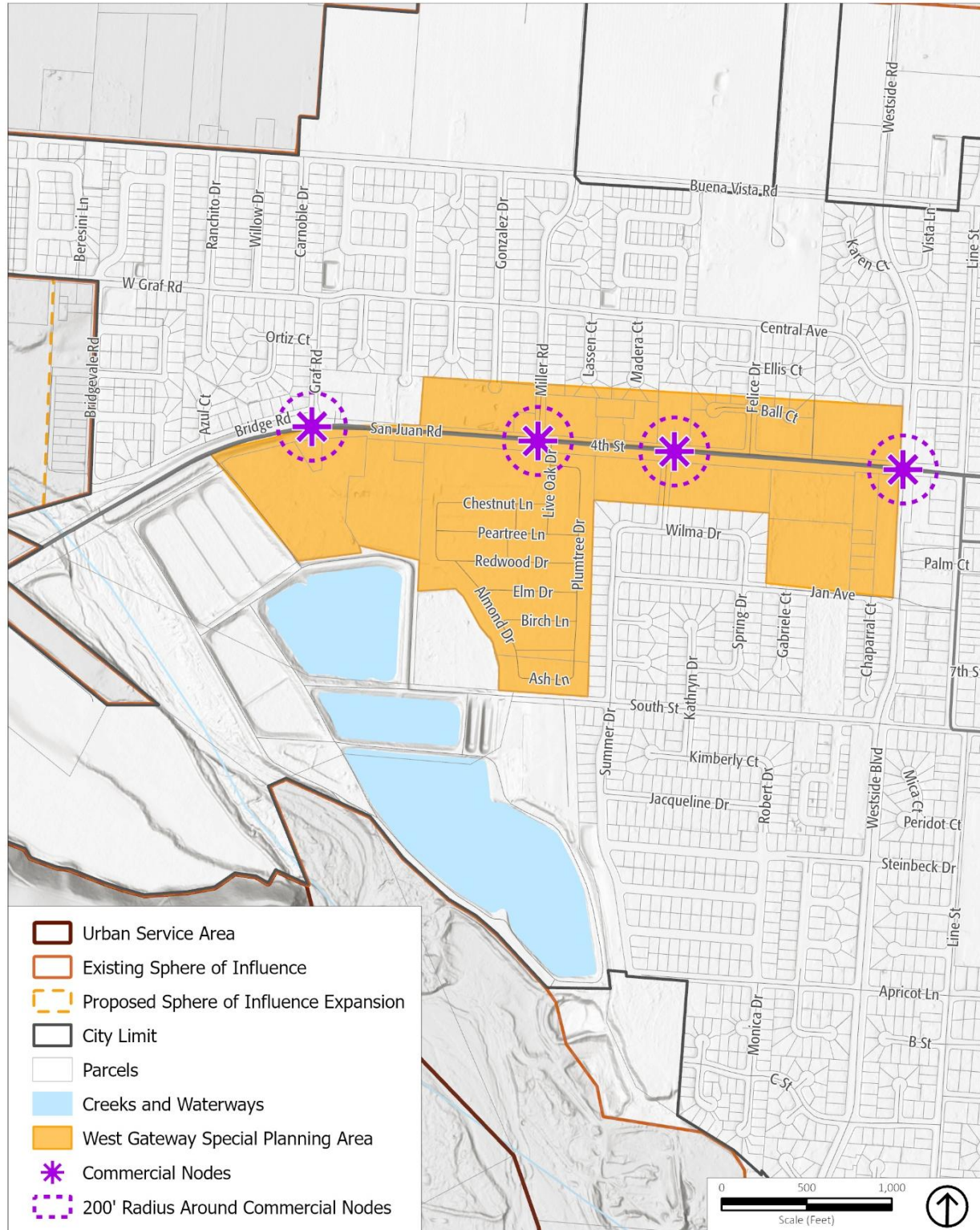
### 3.3.9 NORTH GATEWAY COMMERCIAL (30 TO 65 UNITS/GROSS ACRE; 2.0 FAR)

The North Gateway Commercial designation is intended to foster an attractive entry to the City of Hollister by featuring commercial and service-oriented businesses along with high-employment uses such as office parks. This designation also allows multifamily dwellings, such as townhomes, condominiums, and apartments. The design guidelines described in Section 3.5, Special Planning Areas, stipulates additional criteria that development in the North Gateway area must meet.



Photo by PlaceWorks

Figure LU-3 West Gateway Commercial Nodes



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

### 3.3.10 GENERAL COMMERCIAL (2.0 FAR)

The General Commercial designation allows for a variety of commercial uses and service-oriented businesses at scales ranging from large retail stores serving the community and region to smaller businesses oriented towards neighborhood activity. Uses are encouraged to develop in clusters, serving areas with access to major arterials. Independent small businesses, such as beauty salons, small offices, and restaurants are also permitted. Other examples of uses are department stores, supermarkets, hardware stores, and convenience stores.



Photo by PlaceWorks

### 3.3.11 INDUSTRIAL (1.0 FAR)

This designation provides for a range of uses, including research and development; manufacturing, processing, and assembly facilities; warehousing; and vehicle repair and trucking facilities. Outdoor activities are limited to accessory storage and loading areas. Other permitted uses include limited commercial uses that serve industrial and employment centers.

### 3.3.12 AIRPORT

The Airport designation is applied to publicly owned lands of the Hollister Municipal Airport. Uses include airport operations and support facilities as well as limited commercial and industrial uses incidental to and in support of the airport.

### 3.3.13 AIRPORT SUPPORT (1.0 FAR)

This designation allows industrial or commercial development on those areas that are adjacent to and have direct access to the Hollister Municipal Airport. Development may include industrial, commercial, or recreational uses that provide support to the airport and are compatible with both airport operations and adjacent uses.

### 3.3.14 PUBLIC (2.0 FAR)

This designation is applied to publicly and privately owned lands used for activities such as utilities, schools, parks, and other City of Hollister, County, State or federal facilities.

### 3.3.15 OPEN SPACE (0.01 FAR)

This designation is applied to public and privately owned lands used for low-intensity, open space activities such as hiking, walking, or picnicking. The designation also highlights environmentally sensitive areas such as rivers, creeks, and habitat preservation areas.



Photo by PlaceWorks



Photo by PlaceWorks

### 3.3.16 AGRICULTURE

The Agriculture designation encompasses lands with continuing commercial agriculture potential. The intent of this category is to retain primary agricultural use to the greatest extent practical. These areas should be kept free of any urban-type development and annexations. Allowed uses include orchards, row crops, plant nurseries, grazing lands, open space, and farm services.

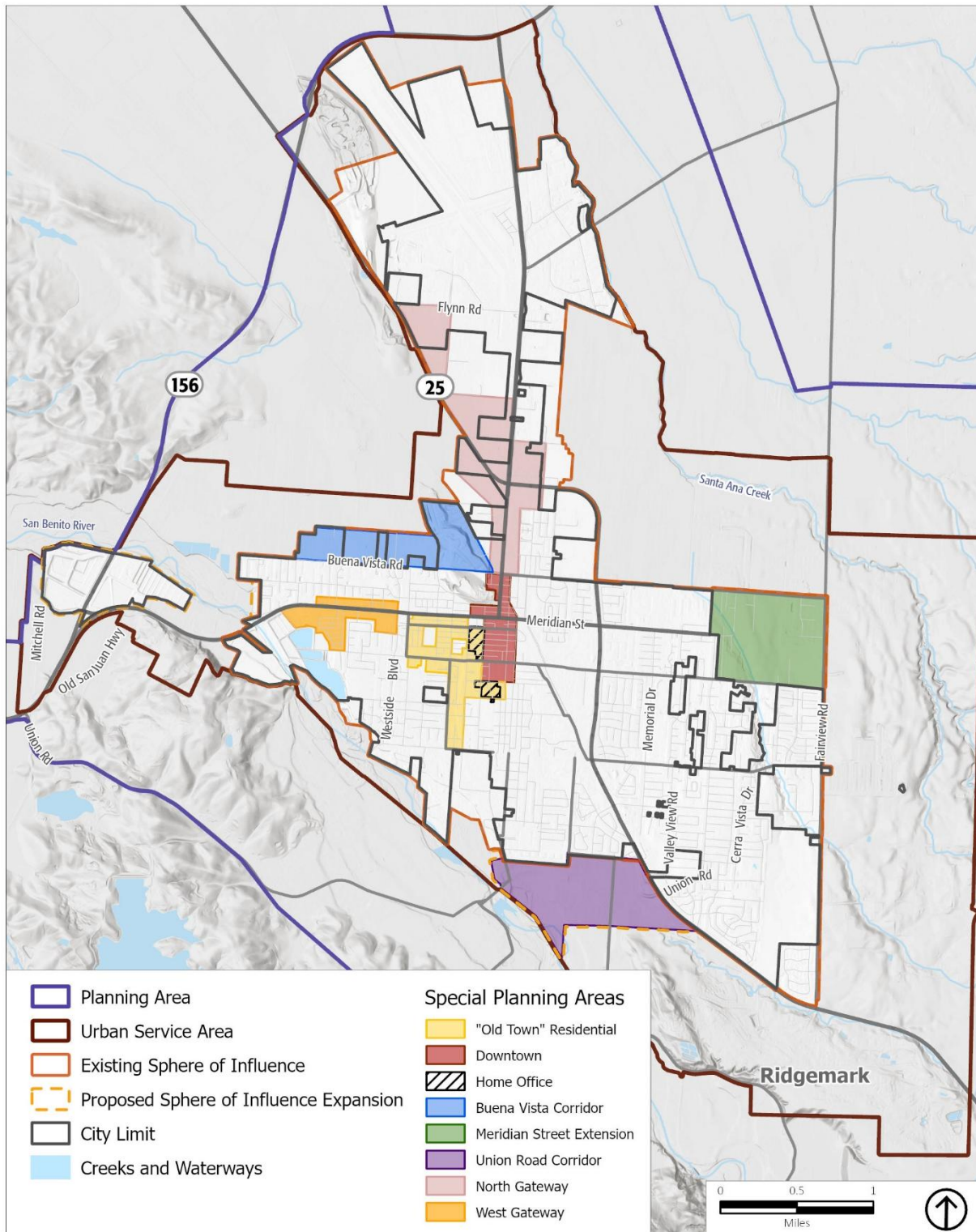
## 3.4 SPECIAL PLANNING AREAS

This General Plan identifies eight Special Planning Areas, shown in Figure LU-4. Each of these areas is at least partially developed already. By designating them as Special Planning Areas, the General Plan intends to provide additional policy direction to guide additional development, redevelopment, and property improvements in these areas. The Special Planning Areas are designated as such for the following reasons:

- They are in highly visible locations that characterize Hollister, in and around downtown, or as people approach and leave the city.
- They contain potential economic development opportunities if developed appropriately.
- They would benefit from a unified design approach and take advantage of unique elements of the city.

Some Special Planning Areas have their own specific land use designations (described above), while others have a series of use-based designations that also occur in other parts of the city. In either case, each Special Planning Area also has a series of particular development policies, which are contained in this section.

Figure LU-4 Special Planning Areas



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019



Photo by PlaceWorks

### 3.4.1 NORTH GATEWAY

The North Gateway is intended to create an entry boulevard for motorists arriving in Hollister from the north along Highway 25. The district begins at the intersection of San Felipe and McCloskey Roads and extends south along San Felipe Road to Santa Ana Road. The gateway area extends east of San Felipe Road between McCloskey Road and the Highway 25 Bypass. The district is important because it provides the opportunity for large retail uses that cater to commuters and other motorists without duplicating services found downtown.

The North Gateway area includes a triangular area northeast of Highway 25 and San Felipe Road north of downtown that could be developed for automobile dealerships. The site has access from Highway 25, and the dealerships would be visible to all motorists entering the city. The commercial boulevard could then continue south along San Felipe Road, lined by decorative landscaping and retail facilities, leading into the heart of downtown.

### 3.4.2 WEST GATEWAY

The West Gateway is intended to create an entry feature on San Juan Road as it bridges the San Benito River. Historical themes from Hollister's past can be incorporated into the design and carry over into the rest of the district. After the entry feature, the West Gateway continues east to Westside Boulevard, including a number of currently underutilized parcels. The district provides the opportunity to develop a new mixed-use district with medium- to high-density houses and a neighborhood-serving retail component complemented by a public plaza.

### 3.4.3 BUENA VISTA ROAD

The Buena Vista Road Special Planning Area is bounded to the north and east by the SOI, to the south by Santa Ana Road, and to the west by Highway 156. This area is made up of undeveloped land and existing residential and commercial uses. The purpose of this Special Planning Area is to encourage residential use along Buena Vista Road.

### 3.4.4 DOWNTOWN

Downtown is already a special area of Hollister. Stretching along San Benito Street from Santa Ana Road to Hawkins Street, the district has a number of businesses and amenities, most of which are in early-twentieth century buildings that reflect the small-town agricultural character and history of Hollister. New development and redevelopment that occurs Downtown must occur in context of the existing buildings. Amenities that encourage a safe and comfortable pedestrian experience in Downtown are also crucial elements to promote.

#### 3.4.5 “OLD TOWN” RESIDENTIAL

The “Old Town” residential district contains some of Hollister’s most diverse architecture distributed through a neighborhood of historical homes. Located east and south of downtown, the “Old Town” residential district extends roughly from Fourth Street to Nash Road.

Preservation efforts should be employed to reinforce the distinct attributes of the existing structures for any development or redevelopment that occurs in the district. New construction should blend well with structures in existing neighborhoods.

#### 3.4.6 HOME OFFICE

The Home Office Special Planning Area is an older residential district surrounding downtown that has changed over time to include professional offices. Users such as accountants, architects, engineers, graphic designers, lawyers, etc., contribute to an economically viable area that is relatively free of high-volume automobile and pedestrian traffic. The major design goal is to preserve the residential look and feel of the neighborhood while continuing to allow specific office uses to adjoin residences.

#### 3.4.7 MERIDIAN STREET EXTENSION

The Meridian Street Extension Special Planning Area is along the eastern edge of the City Limits, generally bounded by Santa Ana Road to the north, Fairview Road to the east, Hillcrest Road to the south, and El Toro Drive and Clearview Drive to the west. This area is made up of existing rural residential homes and undeveloped land. The purpose of this Special Planning Area is to foster a complete neighborhood that includes a mix of residential and commercial uses and to improve east/west and north/south connectivity. Planned connectivity improvements include the extension of Meridian Street to Fairview Road and extending Prater Way from Santa Ana Road to Hillcrest Road.

#### 3.4.8 UNION ROAD

The Union Road Special Planning Area includes lands to the south of the City Limits, bounded to the north by residential development within the existing City Limits, the east by Highway 25, to the south by Enterprise Road, and to the west by the San Benito River. This area includes vacant land, large agricultural fields, and several developed parcels, including a few homes. The goal of this Special Planning Area is to create a mix of residential units and new job-generating uses.

### 3.5 INFILL DEVELOPMENT

As Hollister continues to grow, development pressure on the edges of the city will increase. Without a strategy to counterbalance this pressure, development will creep further from the core of Hollister. If this happens, new buildings will begin to cover the scenic hillsides that surround Hollister, and the City will have a more difficult time extending municipal services to all its residents. With these issues in mind, the City of Hollister actively encourages infill development.

As a first step, the City should attempt to annex any county “islands” that are within the City Limits, making these sites “ripe” for development. Once this has occurred, sites that are within the SOI should be encouraged to develop before development extends to the surrounding areas. New residential and job-generating uses should be focused in the downtown, residential and mixed-use infill sites, and the Special Planning Areas. The City does not support new urban development outside the SOI and will work with the County to focus future development in already urbanized areas.

Other incentives Hollister can undertake include the reduction or elimination of development fees associated with construction projects in infill areas. The City can provide credits, fee waivers, or fee deferments on exactions such as water and sewer fees, construction and building permit fees, etc., on projects in priority areas. Hollister may adopt a policy to defer or adjust sales and/or property taxes in specific districts.

Hollister can adjust its land use policies and zoning and development standards to provide developers with greater potential financial returns in exchange for tackling high-priority development projects that otherwise might prove too risky.

### 3.6 LAND USE AND COMMUNITY DESIGN ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to land use in the City of Hollister.

#### 3.6.1 GROWTH MANAGEMENT

**GOAL LU-1** Promote orderly and balanced growth in Hollister’s Planning Area.

#### POLICIES

**Policy LU-1.1** **Infill Development.** Ensure an orderly pattern of development in the city that prioritizes infill development over the annexation of properties.

**Policy LU-1.2** **City Services.** Future growth shall not exceed the City's ability to provide services, including sewage treatment, treated domestic water, public parks and recreation, and public safety services.

**Policy LU-1.3** **Development Capacity.** The General Plan and the General Plan Update Environmental Impact Report (EIR) assumes the following maximum development projections by the year 2040:

- 10,530 new dwelling units
- 1.1 million square feet of new commercial and office space
- 2.8 million square feet of new industrial space

When development approved by the City of Hollister reaches these maximum development projections, require environmental review for subsequent development projects to determine if there are any impacts related to the additional growth beyond the development capacity anticipated in the 2040 General Plan EIR.

**Policy LU-1.4** **Balance of Uses.** The City shall strive to achieve a balance between residential, commercial, and industrial development to increase the city's jobs-to-employed resident ratio and ensure availability of local employment and housing.

**Policy LU-1.5** **Development Projects Outside of the City.** The City shall not accept an application for any projects (subdivision, grading, development, etc.) for any land that has not been annexed into the City Limits.

**Policy LU-1.6** **Coordinated Annexation Requests.** Encourage coordinated annexation of contiguous properties.

**Policy LU-1.7** **Revenue Neutral.** Require annexations to be revenue neutral and cover all costs related to public infrastructure, public facilities, and public services.

- Policy LU-1.8** **Contiguous Annexations.** Prohibit any annexations of land that are not contiguous to City Limits. Annexation of land that would result in formation of a County “island” or irregular city boundary shall not be permitted.
- Policy LU-1.9** **Nonconforming Uses.** Encourage the replacement of nonconforming land uses with uses that conform to the requirements of the Zoning Ordinance.
- Policy LU-1.10** **Intergovernmental Coordination.** Coordinate regional planning efforts with San Benito County, Caltrans, and other agencies.
- Policy LU-1.11** **Application Review of County Projects.** Actively participate in development review for projects outside the City Limits but in Hollister’s Planning Area for consistency with land use policies outlined in this General Plan.
- Policy LU-1.12** **Compliance with New Laws.** With new development or expansion and improvement of existing development uses, incorporate measures to comply with current federal, State, and local standards.

ACTIONS

- Action LU-1.1** **Sphere of Influence Amendment.** Work with the San Benito County Local Agency Formation Commission to amend the Sphere of Influence as proposed in this General Plan.
- Action LU-1.2** **Annexation Process.** Review City procedures related to annexations and update as needed to ensure an efficient and orderly review process.
- Action LU-1.3** **Annexation Strategy.** Create an annexation prioritization strategy for areas outside the existing City Limits that identifies where and in what order the City should annex land outside the City Limits. The strategy should consider initiating the annexation of developed unincorporated areas adjacent to the city and in county “islands.” Annexation of these areas should occur if the annexation would facilitate infill development, improve service delivery, or create a more logical city boundary.

- Action LU-1.4** **Transfer of Development Rights.** Conduct a study to determine:
- If the City should establish a Transfer of Development Rights Program to allow developers in identified areas in the City Limits to transfer density to designated priority areas.
  - If a Transfer of Development Rights Program is feasible between the City and County of San Benito. This program would be developed in coordination with the County and would transfer development potential from unincorporated areas in the Sphere of Influence into the incorporated City Limits.
- Action LU-1.5** **Updates to Zoning Regulations.** Update the Zoning Ordinance to ensure the Zoning Ordinance is consistent with the goals and policies of the General Plan.
- Action LU-1.6** **Zoning Ordinance.** Periodically review the Zoning Ordinance to ensure that the uses allowed in each Zoning District are updated to reflect the needs of the City and include additional uses to increase the diversity of uses in the city.
- Action LU-1.7** **Development Capacity Monitoring.** Maintain an ongoing list of all development projects approved under this General Plan and General Plan Environmental Impact Report (EIR), to monitor the development capacity studied under the EIR in relation to approved projects.
- Action LU-1.8** **Infill Streamlining.** Update the City's regulatory measures to make it easier to develop in infill areas than at other locations in the city. Infill development means those areas already surrounded by development.
- Action LU-1.9** **Hollister Urban Service Area.** Evaluate the function of the Hollister Urban Service Area and determine whether this boundary can be retired or needs to be updated to meet the requirements of Government Code Section 56133.

### 3.6.2 RESIDENTIAL USES

**GOAL LU-2** Promote diverse housing opportunities for existing and future residents.

#### POLICIES



Photo by David Mirrione



Photo by David Mirrione

**Policy LU-2.1** **Land Supply.** Ensure that there is adequate land designated to meet the projected future housing needs of the city.

**Policy LU-2.2** **Diverse Neighborhoods.** Encourage the development of well-integrated neighborhoods consisting of both single-family and multifamily homes that include owner-occupied and rental housing units in single-use and mixed-use environments.

**Policy LU-2.3** Require for-sale detached residential development projects greater than 40 dwelling units to provide multifamily units equal to 20 percent of the total number of detached units.

**Policy LU-2.4** **Housing Types.** Provide a variety of housing types that offer choices for residents and create complete, livable neighborhoods. Allow for a full range of housing types (i.e., small houses, starter homes, cluster lot developments, condominiums, apartments, townhouses) to meet the needs of Hollister residents.

**Policy LU-2.5** **Planned Developments.** Use the Planned Development process to allow and encourage residential developments that include a variety of types, densities, and size.

**Policy LU-2.6** **Decreases in Density.** Generally avoid decreases in required residential density that could occur through zoning change, development entitlement applications, or General Plan amendments.

**Policy LU-2.7** **Medium and High Density.** Encourage medium- and high-density residential projects to maximize allowed densities.

**Policy LU-2.8** **Housing Type Incompatibility.** Prohibit single-family detached dwelling units in the medium- and high-density land use categories.

**Policy LU-2.9 Multifamily Residential Amenities.** Ensure multifamily residential development incorporates amenities for residents and exhibits high-quality architectural design.

**Policy LU-2.10 Apricot Park.** Provide for the expansion of Apricot Park and locate a trailhead at Assessor's Parcel Number 0200600140 as part of any Development Agreement that allows for increased residential densities relative to General Plan designations in this area.

**Policy LU-2.11 Open Space.** Require multifamily residential developments to provide open space that includes usable landscaped space, parks, common areas, private areas, playgrounds, community buildings, and/or swimming pools to support the needs of the residents.

#### ACTIONS

**Action LU-2.1 Inclusionary Housing.** Adopt an inclusionary housing ordinance that requires new residential developments to include 15 percent of the units as affordable housing.

**Action LU-2.2 Housing Types.** Amend the zoning code to clarify the types of housing allowed in each zoning district.

**Action LU-2.3 Impact Fees.** Review the impact fees related to multifamily development to determine if fees should be amended to encourage multifamily construction.

**Action LU-2.4 Multifamily Design Standards.** Develop a set of multifamily design standards to review new projects in multifamily zoning districts and update as necessary to reflect the growing needs of the city to ensure high-quality design continues to be provided.



Photo by PlaceWorks

**Action LU-2.5** **City Open Space Requirements.** Review the City’s requirements for open space for multifamily residential developments in the Zoning Ordinance to ensure that the requirement is consistent with the needs of the city.

### 3.6.3 MIXED-USES

**GOAL LU-3** Encourage mixed-use development projects that create vibrant, walkable districts and contain residential and community-serving commercial uses.

#### Policies

**Policy LU-3.1** **Mix of Uses.** Require commercial uses on mixed-use properties to provide community-supporting services, retail, restaurants, and other amenities for residents and visitors and to promote pedestrian activity and reduce the need to drive to other areas in the city.

**Policy LU-3.2** **Mixed-Use Design.** Encourage new mixed-use development and intensification of existing mixed-use properties. Mixed-use developments should include integrated commercial uses in front of and below residential uses, and active connections to the street through windows, signage, doors, and sidewalk connections.

#### ACTIONS

**Action LU-3.1** **Mixed-Use Design Standards.** Develop a set of design standards to review new projects in mixed-use zoning districts, and update as necessary to reflect the growing needs of the city to ensure high-quality design continues to be provided.



Photo by PlaceWorks



Photo by PlaceWorks

### 3.6.4 COMMERCIAL USES

**GOAL LU-4** Ensure the city has a wide variety of commercial space with appropriate commercial uses to meet the needs of residents.

#### Policies

**Policy LU-4.1** **Retention of Commercial Lands.** Ensure that lands designated for commercial uses are developed with such uses, so as to provide jobs, goods, services, entertainment, and other amenities for Hollister’s workers, residents, and visitors.

**Policy LU-4.2** **Commercial Establishments.** Encourage a diversity of new commercial establishments and services throughout the city to meet the daily needs of residents and employees.

**Policy LU-4.3** **Medical Zoning.** Maintain zoning designations that allow and encourage medical facilities and providers to locate in the community.

**Policy LU-4.4** **Revitalization of Existing Commercial.** Encourage and facilitate the upgrading, beautifying, and revitalization of existing strip commercial areas and shopping centers. Minimize the visual impact of large parking lots by locating them away from public streets.

**Policy LU-4.5** **Nonresidential Zoning Clearance.** Require a Zoning Clearance prior to the establishment of all nonresidential uses to ensure that the proposed use is consistent with the General Plan and Zoning Ordinance.

**Policy LU-4.6** **Commercial Public Spaces.** Design public space in commercial areas to be conducive to retail sales and community gatherings.



Photo by PlaceWorks



Photo by PlaceWorks

### 3.6.5 INDUSTRIAL USES

**GOAL LU-5** Preserve and protect industrial uses to sustain and develop the City's economy.

#### Policies

- Policy LU-5.1** **Industrial Land Conversion.** Prohibit the conversion of lands designated for industrial uses to nonindustrial uses.
- Policy LU-5.2** **Ancillary Uses.** Allow for limited, ancillary commercial and office uses in lands designated for industrial uses to support the area by providing uses supportive to industrial uses.
- Policy LU-5.3** **Incompatible Industrial Uses.** Prohibit the encroachment of incompatible uses into industrial areas. If new uses are proposed in proximity to existing industrial uses, incorporate measures in the new use to minimize its negative impacts on existing nearby land uses and to promote the health and safety of individuals at the new development site.
- Policy LU-5.4** **Regional Distribution Centers Land Use Compatibility.** Ensure that regional distribution centers and major industrial uses are compatible with the area in which they are located and do not result in impacts to the surrounding area.
- Policy LU-5.5** **Regional Distribution Center Buffer.** Require regional distribution centers to be located 1,000 feet away from sensitive receptors (housing, schools, day care centers, and health facilities) and provide an adequate buffer between adjacent properties.
- Policy LU-5.6** **Designated Truck Routes.** Prohibit trucks affiliated with distribution centers from exiting onto residential streets.

#### ACTIONS

- Action LU-5.1** **Industrial/Residential Buffer.** As a part of a future update to the Zoning Ordinance, evaluate the possibility of incorporating a buffer zone between industrial and residential uses.

- Action LU-5.2** **Heavy Industrial.** Review the Zoning Ordinance and available land to determine if a Heavy Industrial Zoning District is appropriate.
- Action LU-5.3** **Hollister Research Campus.** Conduct a study to consider the possibility of a future Hollister Research Campus as identified in Figure LU-1. Prior to annexation into the City Limits, the Hollister Research Campus would require a General Plan Amendment and environmental review as required by the California Environmental Quality Act.
- Action LU-5.4** **Zoning and Development Requirements.** Develop zoning regulations related to the location, operation, and design of warehouse distribution centers.

### 3.6.6 SPECIAL PLANNING AREAS

**GOAL LU-6** Support balanced growth and well-designed development patterns in Hollister’s Special Planning Areas.

#### POLICIES

- Policy LU-6.1** **Special Planning Areas.** Maintain and implement the Special Planning Areas shown in this General Plan for the North Gateway, West Gateway, Buena Vista Road, Downtown, “Old Town” Residential, Home Office, Meridian Street Extension, and Union Road areas.
- Policy LU-6.2** **County Coordination.** Coordinate with the County to ensure that the County follows the Special Planning Area guidance and the City’s General Plan designations when the County reviews projects in Special Planning Areas that are under its jurisdiction.



Photo by PlaceWorks

### 3.6.7 NORTH GATEWAY

**GOAL LU-7** Create an attractive gateway along San Felipe Road and Highway 25 into the city, and provide opportunity for commuter-oriented and larger-scale commercial uses.

#### POLICIES

**Policy LU-7.1** **San Felipe Precise Line Study.** Require new development along the San Felipe Corridor between Highway 25 and Highway 156 to improve the project frontage along San Felipe Road in accordance with the adopted San Felipe Precise Line Study. Where full frontage improvements are not warranted, at the City's discretion, require projects to contribute fair-share costs toward the ultimate improvements of the right-of-way.

**Policy LU-7.2** **North Gateway Entry Points.** Limit the number of entry and exit points along main roads in the North Gateway Special Planning Area, and require internal circulation between commercial uses.

**Policy LU-7.3** **North Gateway Clustering of Automobile-Related Uses.** Encourage automobile sales and service uses to cluster between Highway 25, Wright Road, and San Felipe Road, and require screening of the uses with decorative landscaping.

#### ACTIONS

**Action LU-7.1** **San Felipe Precise Line Study Funding.** Pursue funding opportunities to aid in the implementation of the adopted San Felipe Precise Line Study along the San Felipe Road Corridor.

### 3.6.8 WEST GATEWAY

**GOAL LU-8** Develop the West Gateway as an entry feature to the City of Hollister and an opportunity for a mixed-use district with medium- to high-density residential with integrated neighborhood-serving retail.

#### POLICIES

**Policy LU-8.1** **Mixed-Uses.** Require ground floor commercial uses at the intersections of Graf Road/Fourth Street, Rajkovich Way/Fourth Street, and Westside Boulevard/Fourth Street in the West Gateway Special Planning Area.

**Policy LU-8.2** **Three-Story Buildings.** Require three-story buildings at all locations fronting Fourth Street in the West Gateway Special Planning Area.

**Policy LU-8.3** **Gathering Spaces.** Incorporate public space that is conducive to retail sales and community gatherings, such as a Mercado or plaza, into new development design in the West Gateway Special Planning Area.

**Policy LU-8.4** **West Gateway Beautification.** Require new development projects to improve the project frontage along Fourth Street to comply with the design and theming of the West Gateway Beautification Plan. Require development to extend and transition the street design to side access streets as appropriate.

**Policy LU-8.5** **Street Activation.** Require ground floor uses in the West Gateway Special Planning Area to have direct pedestrian access to Fourth Street and its cross-streets to encourage active use of the street and support commercial uses. Design development projects to locate buildings with minimal setbacks to the street, with the exception of street corners, which can be set back to create attractive entry for retail and public gathering spaces.



Photo by PlaceWorks



Photo by PlaceWorks

**Policy LU-8.6** **West Gateway Entry Points.** Limit vehicle entry points along Fourth Street and require internal circulation between commercial and mixed-uses in the West Gateway Special Planning Area.

**Policy LU-8.7** **West Gateway Rear Parking.** Require parking and access to be located to the rear of buildings in the West Gateway Special Planning Area. Orient structures to the street frontages. Use landscaping to additionally screen parking areas from view.

#### ACTIONS

**Action LU-8.1** **West Gateway Beautification Funding.** Conduct a study to identify funding opportunities to aid in the implementation of the West Gateway Beautification Plan along the Fourth Street Corridor.

### 3.6.9 BUENA VISTA ROAD

**GOAL LU-9** Preserve existing agricultural uses to the north and west of Buena Vista Road, and encourage residential uses along Buena Vista Road to complement existing uses.

#### POLICIES

**Policy LU-9.1** **Agricultural Preservation.** Preserve existing agricultural uses surrounding residential development through the use of buffer spaces in the Buena Vista Road Special Planning Area.

**Policy LU-9.2** **Bicycle Lanes.** Incorporate bicycle lanes into new development projects in the Buena Vista Road Special Planning Area.

**Policy LU-9.3** **Entry Points.** Where new residential development occurs in the Buena Vista Road Special Planning Area, access to new residential areas should be limited along Buena Vista Road itself, with interconnected internal circulation between residential developments.

**Policy LU-9.4** **Diverse Housing.** Encourage a mix of residential unit types in new development projects in the Buena Vista Road Special Planning Area.



Photo by David Mirrione

## ACTIONS

- Action LU-9.1** **Traffic Calming.** Conduct a study to design and implement traffic-calming measures along Buena Vista Road, in particular near Calaveras Elementary School.

## 3.6.10 DOWNTOWN

**GOAL LU-10** Preserve and enhance the downtown as a major focus of the community.

## POLICIES

- Policy LU-10.1** **Downtown Visual Quality.** Enhance the visual quality of the downtown through streetscape improvements, sign regulations, landscaping, maintenance, and the design of proposed buildings.
- Policy LU-10.2** **New and Modified Downtown Buildings.** Require new development and exterior modifications to existing buildings in the downtown to be sited and designed to reflect the existing layout, architectural style, character, massing, and height of the existing buildings in the downtown area to ensure that exterior modifications, redevelopment, and infill development preserves and enhances the character of the downtown.
- Policy LU-10.3** **Downtown Density.** Promote an increased concentration of buildings and people (both residents and workers) in the downtown.
- Policy LU-10.4** **Downtown Uses.** Require a combination of specialty retail, restaurants, entertainment, office, and residential uses in downtown.
- Policy LU-10.5** **Downtown Building Design.** Prohibit the use of corporate or franchise architecture, building branding, colors, and signage in the downtown.
- Policy LU-10.6** **Drive-Throughs in Downtown.** Prohibit drive-in and drive-throughs in the downtown.

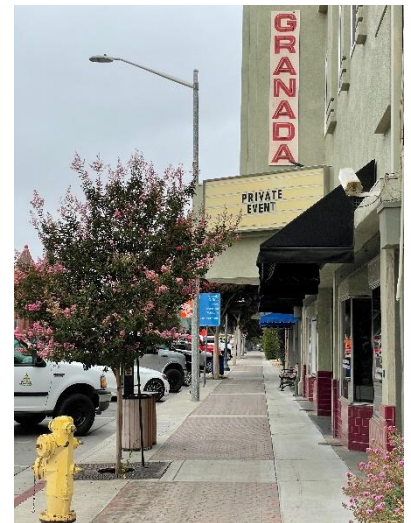


Photo by PlaceWorks



Photo by PlaceWorks

**Policy LU-10.7** **Downtown Scale.** Maintain the scale and character of Hollister’s historic downtown and surrounding areas.

**Policy LU-10.8** **Downtown Pedestrian Environment.** Create an enjoyable pedestrian environment in the downtown and encourage vibrant public spaces and maximize pedestrian activity through sidewalk dining, outdoor dining, cafes, shopping, landscaping, pedestrian furniture, pedestrian pathways, and plazas.

**Policy LU-10.9** **Industrial Uses in the Downtown.** If existing industrial uses in the downtown area leave or close, a master plan for the entire affected area shall be created and implemented prior to any new use or redevelopment of the site(s).

**Policy LU-10.10** **Downtown Cultural Center.** Support the development of downtown as an arts, cultural, and entertainment center for the City of Hollister and the surrounding region. Promote special events, parades, celebrations, and festivals.

**Policy LU-10.11** **Downtown Shared Parking.** Encourage joint usage of parking for compatible uses through shared parking areas and agreements in downtown.

**Policy LU-10.12** **Downtown Parking.** Promote the use of the Brigg’s Building as a viable parking option for the entirety of the downtown.

**Policy LU-10.13** **Downtown Site and Architectural Review.** Require design review of all exterior modifications in the downtown area.

#### ACTIONS

**Action LU-10.1** **Downtown Specific Plan.** Prepare a Downtown Specific Plan for the downtown and surrounding area, including design guidelines, goals, and policies.

**Action LU-10.2** **Downtown Revitalization.** Conduct a study to assess the feasibility of providing incentives and/or targeted funding assistance to promote preservation and revitalization of the historic downtown, including assistance related to fault clearance and seismic retrofits to properties that are in the Alquist-Priolo fault zone of the downtown.

**Action LU-10.3** **Downtown Open Space Requirements.** Review the requirements for open space provision in downtown residential projects, and determine whether to reduce the amount of required open space to support the development of downtown housing.

**Action LU-10.4** **Downtown Hollister Parking District.** Assess the need for the downtown parking district and plan for infrastructure upgrades that will improve parking in the district.

### 3.6.11 OLD TOWN RESIDENTIAL

**GOAL LU-11** Preserve the diverse historic architecture of existing residential uses, and ensure that new development in these areas blends with the existing character of historic neighborhoods.

#### POLICIES

**Policy LU-11.1** **Parking and Access.** Encourage site access from alleys and side access, rather than from main street frontages, in the Old Town Special Planning Area.

**Policy LU-11.2** **Setback Patterns.** Preserve existing setback patterns where possible in all new development or alterations to existing buildings in the Old Town Special Planning Area.

### 3.6.12 HOME OFFICE

**GOAL LU-12** Preserve the look and feel of the existing residential neighborhood, while continuing to allow specific commercial office uses to transition from the Downtown to the surrounding residential uses.

#### POLICIES

**Policy LU-12.1** **Parking Lots.** Prohibit large parking lots in front of offices and require parking behind or to the side of structures in the Home Office Special Planning Area.

**Policy LU-12.2** **Front Setback.** Set back buildings 20 feet from the street, consistent with the existing historic development in the Home Office Special Planning Area.



Photo by PlaceWorks

- Policy LU-12.3** **Commercial Signage.** Allow small commercial signage on doorways. Prohibit large signage that detracts from the residential character of the neighborhoods in the Home Office Special Planning Area.
- Policy LU-12.4** **Signage Illumination.** Encourage blade signs or monument signs that are externally illuminated. Discourage flashing pole signs, neon signs, can signs, or other internally illuminated product types in the Home Office Special Planning Area.
- Policy LU-12.5** **Residential Facade.** Maintain a residential facade on nonresidential buildings in the Home Office Special Planning Area.
- Policy LU-12.6** **Front Yard Landscaping.** Maintain 60 percent of front yard areas as a yard with live vegetation and trees in the Home Office Special Planning Area.
- Policy LU-12.7** **Pedestrian-Scale Lighting.** Install pedestrian-scale lighting leading to building entries in the Home Office Special Planning Area.

### 3.6.13 MERIDIAN STREET EXTENSION

**GOAL LU-13** Foster a complete neighborhood in the Meridian Street Extension Special Planning Area that includes a mix of residential and commercial uses.

#### POLICIES

- Policy LU-13.1** **Meridian Street Planned Road Extensions.** Plan for the extension of Meridian Street to Fairview Road, with a vehicular bridge crossing over the existing creek, and plan for the extension of Prater Way to Hillcrest Road. Include traffic-calming measures at Prater Way and Meridian Street to maintain the rural character of the Meridian Street Special Planning Area and limit traffic speeds. Traffic-calming measures could include a traffic circle, narrowed right-of-way, or an offset configuration of the two Meridian Street segments at Prater Street.

**Policy LU-13.2** **Multimodal Roadways.** Ensure that all planned roadways in the Meridian Street Extension Special Planning Area include multimodal access accommodations and support complete streets goals.

**Policy LU-13.3** **Entry Points.** Where new residential development occurs in the Meridian Street Extension Special Planning Area, entry and exit points should be limited along main roads such as Meridian Street, Fairview Road, Prater Way, and Hillcrest Road, with local streets providing internal circulation between commercial and residential development areas.

**Policy LU-13.4** **Scale.** Ensure that the scale of any new buildings in the Meridian Street Extension Special Planning Area is compatible with the planned scale of the surrounding area.

#### ACTIONS

**Action LU-13.1** **Meridian Street Bridge Cost-Sharing.** Prepare a cost analysis for the implementation of the Meridian Street bridge crossing, and implement a fair-share cost development contribution fee to support the ultimate development of the bridge.

**Action LU-13.2** **Meridian Street Extension Specific Plan.** Require the creation of a Specific Plan for the Meridian Street Extension Special Planning Area prior to approval of any new development projects in the area, to consider appropriate types and densities of residential development, as well the feasibility of incorporating small-scale neighborhood-serving commercial uses in residential developments so as to provide for walkability and provide complete neighborhoods.

### 3.6.14 UNION ROAD

**GOAL LU-14** Create a mix of medium- to high-density residential units and new job-generating uses in the Union Road Special Planning Area.

#### POLICIES

**Policy LU-14.1** **Union Road Specific Plan.** Require the creation of a Specific Plan within the Union Road Special Planning Area prior to approval of any new development projects in the area.

**Policy LU-14.2** **Union Road Agricultural Elements.** Preserve elements of the existing orchards landscaping in the Union Road Special Planning Area where feasible, for example by retaining a small group of trees as part of a project's design.

**Policy LU-14.3** **Union Road Entry Points.** Limit the number of entry and exit points along main roads in the Union Road Special Planning Area, and provide internal circulation between mixed-use buildings and residential developments.

**Policy LU-14.4** **Union Road Parking Location.** Cluster parking to the side and behind new development in the Union Road Special Planning Area. Avoid siting parking lots facing onto Union Road.

**Policy LU-14.5** **Union Road Public Space.** Design public space in the Union Road Special Planning Area to be conducive to retail sales and community gatherings.

**Policy LU-14.6** **Union Road Streetscape.** Require all new development in the Union Road Special Planning Area to provide streetscape elements along Union Road and other public frontages.

#### ACTIONS

**Action LU-14.1** **Union Road Design.** Develop a cohesive right-of-way design plan for Union Road. Incorporate themed landscaping and street furniture into the design.

### 3.6.15 URBAN AGRICULTURE

**GOAL LU-15** Support small, urban agricultural uses in and around the city.

#### POLICIES

**Policy LU-15.1** **Local Food.** Encourage farmers markets, farm stands, and community markets to support production, distribution, and sale of locally grown foods.

**Policy LU-15.2** **Edible Landscaping.** Encourage new developments to incorporate community gardens, pollinator gardens, fruit trees, and other small-scale urban-agriculture in the design of landscaping and open space areas. Incorporate edible landscaping into public parks and open spaces where feasible.

#### ACTIONS

**Action LU-15.1** **Community Gardens.** Amend the Zoning Ordinance to incorporate regulations that allow for establishment of community gardens throughout the city.

### 3.6.16 COMMUNITY DESIGN

**GOAL LU-16** Maintain and enhance Hollister’s small-town charm and identity. Ensure orderly development with attractive and high-quality design.

#### POLICIES

**Policy LU-16.1** **Design Standards.** Require the highest standards of architectural and site design, proper transitions between different land use types, and apply strong design controls for all development projects to encourage creative, high-quality, and innovative architecture and discourages the use of franchise architecture and/or corporate branding.

**Policy LU-16.2** **Neighborhood Scale.** Preserve and enhance the character of existing residential neighborhoods by limiting encroachment of new buildings and activities that are out of scale and character with surrounding uses.



Photo by PlaceWorks



Photo by PlaceWorks

**Policy LU-16.3** **Design Compatibility.** Ensure that exterior modifications of commercial, office, and industrial uses are compatible with the surrounding area.

**Policy LU-16.4** **Design Review.** Require design review of all new development, redevelopment, and exterior modifications to multifamily, commercial, office, and industrial buildings.

**Policy LU-16.5** **Environmentally Sensitive Areas.** Design new developments to mitigate environmental impacts by locating development away from environmentally sensitive areas.

**Policy LU-16.6** **Building Orientation.** Locate and design buildings to front onto the street adjacent to the site with the highest vehicle miles traveled. New buildings shall include elements with a human scale, varied and articulated facades using a variety of materials, and provide unique features to engage the street.

**Policy LU-16.7** **Commercial Development Site Layout.** Commercial developments at major intersections shall be sited to avoid typical “strip” commercial development (shallow depth, linear form, parking in front of building, etc.) and are encouraged to feature buildings clustered on-site, oriented towards the street, with varied massing and a high level of design and detailing.

**Policy LU-16.8** **Commercial Connectivity.** Require shopping centers and other large-scale commercial developments to be designed to promote pedestrian activity through safe pedestrian connections to the street and within the site through design elements such as attractive pathways, outdoor dining, landscaping, shade, and small plazas. Ground floor commercial uses should include transparent windows, limit blank windows, include merchandise displays, and outdoor or sidewalk dining to encourage pedestrian activity.

**Policy LU-16.9** **Building Layout.** Require loading docks, storage areas, equipment, processing areas, mechanical equipment, queuing areas, and roll-up doors to be located away from public streets and screened from view to the extent possible.

**Policy LU-16.10** **Signs and Billboards.** Require signs and billboards to be designed and located to minimize any negative impact on the visual environment and to fit within the scale and character of buildings.

**Policy LU-16.11** **Underground Utility Lines.** Require the undergrounding of utility lines that serve the property when approving new development.

#### ACTIONS

**Action LU-16.1** **Design Guidelines.** Develop city-wide design guidelines and/or objective design standards to cover residential, commercial, and industrial uses. The design guidelines should also include standards for streetscape improvements to make the rights-of-way more attractive and pedestrian friendly. The streetscape standards should show how the selected streets can be improved with decorative lighting, crosswalks, gateways, and additional landscaping.

**Action LU-16.2** **City Entrances.** Conduct a study to design and finance improvements to the major entrances into the city with landmark entry features, signs, and gateways. The study should cover the west and north gateways along Fourth Street, Highway 25, and San Felipe Road. The study could be conducted with or consider funding from civic organizations and/or local businesses.

**Action LU-16.3** **Buildings in Need of Repair.** Conduct a survey of all buildings in the city to determine which buildings need repairs and/or improvements. Once this study is complete, consider the adoption of a program that includes mechanisms to encourage property owners to upgrade these buildings through an expedited review process, fee waivers, or other identified incentives.

**Action LU-16.4** **Sign Regulations.** Establish comprehensive regulations related to all sign types to ensure compliance with the goals and policies of the General Plan.

**Action LU-16.5** **Illegal Signs.** Conduct an inventory of all signs in the city and prepare procedures that require the removal of all illegal signs.



Photo by David Mirrione



Photo by David Mirrione

**GOAL LU-17** Ensure that residential developments are well-designed and are compatible with the small-town character of Hollister.

**POLICIES**

**Policy LU-17.1 Residential Scale.** Where feasible, within each new development site, locate higher-intensity residential uses away from existing neighboring lower-intensity residential uses and provide transitions in building scale and site design as appropriate.

**Policy LU-17.2 Neighborhood Connections.** Encourage new residential development to incorporate design features that promote complete neighborhoods, connectivity to the street through porches, patios, second-floor balconies, and sidewalk connections, and walking and connectivity between blocks and includes sidewalks, mid-block cut-throughs, streets with reduced vehicle speeds, street canopies, lighting, pedestrian furniture, public transit pull-outs, and safe pathways to surrounding streets and neighborhoods.

**Policy LU-17.3 Gated Communities.** Prohibit the development of new gated communities.

**Policy LU-17.4 Cul-de-Sacs.** Prohibit the development of new cul-de-sacs unless they provide the only feasible means of providing access to a property or properties. Where cul-de-sacs are allowed, provide for through- and publicly accessible bicycle and pedestrian connections at their ends.

**Policy LU-17.5 Street Activation.** Design multifamily buildings to enhance the street around them through materials, architectural details, massing, pedestrian connections, plazas, balconies, windows, doors, and street activation.

**Policy LU-17.6 Screened Parking.** Site multifamily buildings and/or dwellings so that the parking is at the rear and away from the main street(s) that serve the development.

## ACTIONS

**Action LU-17.1 Neighborhood Preservation.** Amend the Zoning Ordinance to incorporate standards, regulations, and Code Enforcement policies that will preserve the residential quality of established neighborhoods.

### 3.6.17 OPEN SPACE AND LANDSCAPING

**GOAL LU-18** Develop and maintain attractive landscaping on public and private properties, open space, and public gathering spaces.

## POLICIES

**Policy LU-18.1 Landscaping on Public and Private Sites.** Require landscaping on new public and private sites, including entry areas, street medians, parks, schools, parking lots, plazas, courtyards, and recreational areas.

**Policy LU-18.2 City Landscaping.** When the opportunity arises, the City shall add landscaping, including street trees, and/or increase the width of parkway strips, and repair and enhance sidewalks in the public right-of-way.

**Policy LU-18.3 Landscape Buffer.** With the exception of the downtown, require developments to provide an adequate landscape buffer along the street to screen unsightly uses, provide a transition between the development and the street, promote visual interest, and screen parking lots.

**Policy LU-18.4 Highway Landscaping.** Work with Caltrans to enhance landscaping and create planting areas where possible along Highways 156 and 25.

**Policy LU-18.5 Soundwalls.** Limit the construction of new soundwalls in the city, and encourage the use of landscape berms, increased setbacks, and other types of noise-reduction strategies as an alternative to soundwalls.



Photo by David Mirrione

- Policy LU-18.6** **Parking Lot Landscaping.** Require developers to provide adequate landscaping in parking lots to promote pedestrian activity, reduce heat impacts related to paving, and screen unsightly uses. Trees in the parking lot should include a mix of evergreen and deciduous species to ensure a year-round green canopy.
- Policy LU-18.7** **Water-Efficient Landscaping.** Encourage the replacement of non-drought-tolerant plants with drought-tolerant plants.
- Policy LU-18.8** **Native Plants.** Encourage use of native plant species in landscape designs.
- Policy LU-18.9** **Street Trees.** Require all new developments to include street tree planting and other community design features to maintain visual quality and small-town atmosphere. All new street trees should be a minimum 48-inch-box at time of planting.
- Policy LU-18.10** **Street Tree Replacement.** Require all property owners to replace street trees when they need to be removed subject to a tree removal/replacement permit. Replacement trees should be planted unless the tree was removed for safety reasons.
- Policy LU-18.11** **Ongoing Landscape Maintenance.** Require ongoing maintenance of landscaping on multifamily, commercial, office, and industrial properties, including maintenance of street trees and replacing trees and other planting materials that become damaged or are dying.
- Policy LU-18.12** **Street Tree Maintenance Agreement.** Require property owners and developers to enter into an agreement with the City that requires tree staking, root barriers, maintenance of street trees, and the watering of street trees until the trees become established.

#### ACTIONS

- Action LU-18.1** **Repair of Soundwalls.** Conduct a study to identify existing soundwalls in need of repair and landscaping buffers, and then identify funding to address these issues and make the identified improvements.

- Action LU-18.2** **Plant List.** Prepare and make available a comprehensive list of native and drought-tolerant plant species that are preferred for landscape design.
- Action LU-18.3** **Street Tree Planting Program.** Develop a citywide street tree planting program to enhance neighborhood streets, increase property values, and improve the overall appearance of the city.
- Action LU-18.4** **Street Tree Enhancement.** Require all applicants requesting approval of exterior modifications to their site to include street trees, to the extent feasible, as part of the review process when the property does not have the number of street trees required by the Zoning Ordinance.

### 3.6.18 PARKING REQUIREMENTS

**GOAL LU-19** Provide adequate parking to support all land uses in the city.

#### POLICIES

- Policy LU-19.1** **Adequate Parking.** Require each development to provide adequate parking to support residential developments, ensure vibrant commercial centers, provide bicycle parking, and limit developments that significantly exceed the number of parking stalls required by the Zoning Ordinance.
- Policy LU-19.2** **Shared Parking.** Encourage shared parking to serve multiple users in lieu of providing individual parking lots and reduce the need for parking spaces where allowed.
- Policy LU-19.3** **Reduce Parking Demand.** Encourage developers to provide amenities to reduce the demand for parking on-site.
- Policy LU-19.4** **Cluster Parking.** Cluster parking to the side and behind new development. Avoid siting parking lots facing roadways.
- Policy LU-19.5** **Residential Parking.** Design residential developments so that garages do not dominate the appearance of the dwelling from the street and so that parking lots for multifamily developments are oriented towards the rear of the building.

#### ACTIONS

- Action LU-19.1** **Review of Parking.** Review and update the City’s parking requirements to ensure an adequate parking supply for all uses in the city.
- Action LU-19.2** **Shared Parking.** Conduct a study to determine the feasibility of and requirements for shared parking in the city.
- Action LU-19.3** **Parking Deficits.** Conduct a study to identify properties whose existing development has inadequate parking, and to develop strategies to address these inadequacies.

#### 3.6.19 HISTORIC RESOURCES

**GOAL LU-20** Preserve Hollister’s historic identity and historic and culturally important structures, assets, and districts for future generations.

#### POLICIES



Photo by David Mirrione

- Policy LU-20.1** **Historic Structure Preservation, Renovation, and Rehabilitation.** Require the preservation, renovation, and rehabilitation of historic structures that conform to the Secretary of the Interior’s Standards for Rehabilitation and Guidelines for Rehabilitating Historic Structures and the California Historical Building Code and require project applicants to demonstrate compliance with these standards when proposing new or redevelopment that could affect historic structures in Hollister.
- Policy LU-20.2** **Historic Neighborhoods.** Ensure that existing historic neighborhoods remain intact by prohibiting incompatible uses and development types in designated historic districts or near designated historic properties.
- Policy LU-20.3** **Property Coordination.** Allow adjacent and abutting properties to work together to meet requirements such as fire exiting and access in rehabilitation and reuse projects of historic buildings.

- Policy LU-20.4** **Historic Preservation Funding.** Pursue and promote historic preservation funding sources to incentivize the protection of historic resources. Examples include the California Mills Act Property Tax Abatement Program and federal Historic Preservation Tax Incentives Program.
- Policy LU-20.5** **Historic Structure Alteration.** Prior to approving alteration (including demolition) of historically significant buildings, require the evaluation of alternatives, including structural preservation, relocation, or other mitigation, and demonstrate that financing has been secured for replacement use. Demolition of historically significant buildings shall only be considered after all other options have been thoroughly reviewed and exhausted.
- Policy LU-20.6** **Historic Resource Education.** Educate the public about Hollister’s historic and cultural resources. Foster public awareness and appreciation of the city’s historic, architectural, and archaeological resources and educate the community about how to preserve and improve these resources.

#### ACTIONS

- Action LU-20.1** **Historic Preservation Ordinance.** Develop a Historic Preservation Ordinance that exceeds State standards for historic buildings.
- Action LU-20.2** **Historical Resources Inventory.** Prepare an inventory and designation of potential sites and structures of architectural, historic, archaeological, and cultural significance. Consider listing the most significant structures or sites on the California Register of Historical Resources and the National Register of Historic Places.
- Action LU-20.3** **State Historic Building Code.** Adopt the California Historic Building Code and all subsequent updates.
- Action LU-20.4** **Historic and Cultural Resource Preservation Incentives.** Conduct a study to consider establishing incentives for property owners to rehabilitate or preserve historic and cultural resources, such as expediting the permitting process, waiving or reducing

City development fees, reducing parking requirements, and/or encouraging the adaptive reuse of historic buildings.

**Action LU-20.5** **Historic Resources Commission.** Form a historic resources commission whose function would be to evaluate the proposed demolition or alteration of historic buildings or cultural resources to minimize development impact.

# 4. CIRCULATION ELEMENT

# 4

*The primary purpose of the Circulation Element is to facilitate the orderly, efficient, and context-sensitive expansion and development of Hollister's circulation systems in support of the Land Use Element. The Circulation Element provides an overview of the existing roadway network in Hollister today and addresses a comprehensive set of public concerns that include the location and design of streets and roadways, vehicular circulation, parking, pedestrian accessibility and enjoyment, bicycle access, local and regional transit systems, and the transport of public and private goods. This element presents goals, policies, and actions for the following topics:*

- 4.3.1 *Multimodal Transportation and Safety*
- 4.3.2 *Circulation System Improvements*
- 4.3.3 *Pedestrian and Bicycle Facilities*
- 4.3.4 *Roadway Standards*
- 4.3.5 *Goods Movement*

## 4.1 HOLLISTER TODAY

The City of Hollister maintains approximately 88 centerline miles of major streets and highways, 1 airport, and 9 miles of bicycle facilities. Many more miles of local residential streets are also maintained. The transportation system also includes transit and paratransit systems, taxi service, over the road trucking services, and transportation demand management programs, such as a ridesharing program. The primary road networks in Hollister are described in the following sections. The City of Hollister is responsible for planning, constructing, and maintaining local roadways within the City Limits. All other roads that extend into the Sphere of Influence (SOI) and beyond fall under the County's jurisdiction. State Route (SR) 25 (including the bypass) falls under the California Department of Transportation's (Caltrans') jurisdiction.



Photo by PlaceWorks

#### 4.1.1 REGIONAL CONTEXT

The County of San Benito Council of Governments (SBCOG) was established in 1973. SBCOG's jurisdiction follows the boundaries of San Benito County, consists of three member jurisdictions, and is overseen by a board of five members - two representatives each from the San Benito County Board of Supervisors and the Hollister City Council, and one representative from the San Juan Bautista City Council. The actions of SBCOG are governed by its Joint Powers Agreement, Transportation Development Act (TDA) regulations, the California Administrative Code, and Memorandums of Understanding with Caltrans.

While SBCOG plays a major role in developing local transportation policy and transportation planning programs, project implementation is the responsibility of the local jurisdictions, Caltrans, County Express, and the private sector.

Every four years, SBCOG prepares a county-wide Regional Transportation Plan. The Regional Transportation Plan identifies current and future transportation needs, investments needed to meet those needs, and what funds SBCOG expects to have available to fund those investments. The plan also sets forth transportation goals and policies for the region, which establishes the framework for locally adopted circulation plans. SBCOG also develops and administers the Regional Transportation Impact Mitigation Fee program for the cities and San Benito County.

#### 4.1.2 EXISTING ROADWAY NETWORK

Hollister is served by extensive roadways providing access to the surrounding municipalities and to local destinations, such as employment areas, shopping centers, schools, recreational opportunities, and residential communities.

These roadways are classified into different functional classifications:

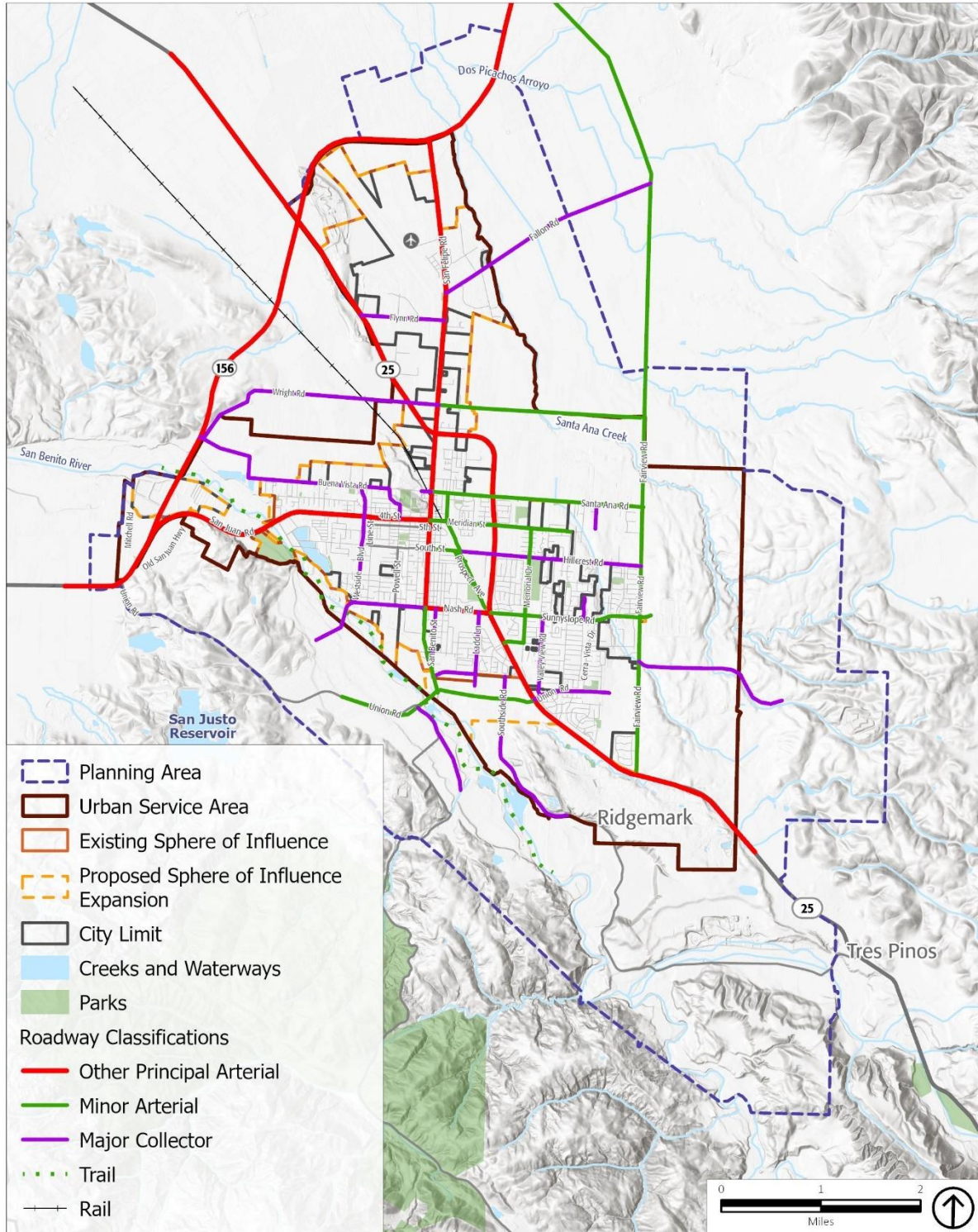
- Highways
- Arterials
- Collectors
- Local Streets

Figure C-1 illustrates the functional classifications of Hollister's roadways.



Photos by Kimley-Horn

Figure C-1 Roadway Classifications



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019



Photo by Kimley-Horn

#### 4.1.2.1 FREEWAYS AND HIGHWAYS

Caltrans maintains one freeway (US 101) and four state highways in San Benito County (SRs 25, 129, 146, and 156). Two of these routes, SR 25 and SR 156, pass through the City of Hollister.

SR 25 traverses the entire length of San Benito County from the southern county boundary at the junction of SR 198 near King City north through Paicines, Tres Pinos, and Hollister. It connects to US 101 just past the northern county boundary near Gilroy. In Hollister, SR 25 occupies Airline Highway. Caltrans classifies this route as a minor arterial, and the route is primarily a rural two-lane facility, except for a short, 1/3-mile section in Hollister where it is four lanes.

SR 25 is a primary commuter route between Hollister and Gilroy. Commuter traffic on this rural two-lane highway has increased steadily over the last 15 years. During peak commute periods, SR 25 experiences high levels of traffic congestion at especially the intersecting roadways, and the operating conditions have substantially deteriorated. The number of accidents along the corridor is currently the highest in the county. In addition, traffic operations have deteriorated on SR 25 south of Sunnyslope Road, due in large part to increased traffic volumes from new residential development in south Hollister. SR 25 is planned to be widened to four lanes in the medium to long term, pending funding. The intersection of SR 25 and SR 156 was improved to a multilane roundabout to alleviate congestion and improve safety. Santa Clara Valley Transportation Authority is finalizing plans to implement improvements to the US 101 and SR 25 interchange. Funding for the improvements is available and construction should start in the next year.

SR 156 traverses Northern San Benito County from US 101 west of San Juan Bautista through San Juan Bautista and Hollister to the San Benito-Santa Clara County line where it connects with SR 152. In Hollister, the SR 156 bypass skirts north of the city limits, while Business Route 156 passes through Downtown Hollister.

The corridor serves interregional traffic, including substantial amounts of truck traffic during the week and recreational traffic between the Central Valley and the Monterey Bay area on the weekends. Caltrans classifies SR 156 as a rural minor arterial and includes it as part of the Interregional Route System. It is also designated as a Federal Aid Primary Route and is part of the Freeway and Expressway System, although a large portion of the route is conventional highway. SR 156 is also designated as a truck route by Caltrans.

SR 156 is a four-lane expressway from US 101 to San Juan Bautista, where it narrows into a conventional two-lane rural highway. In the Hollister area, SR 156 becomes a two-lane expressway as it bypasses Hollister and maintains that configuration to the San Benito-Santa Clara County line. Business Route 156 is a two-lane rural highway from the SR 156 (bypass) to San Felipe Road, where it becomes a four-lane expressway to SR 156 (end of bypass). SR 156 is a major corridor for commuters traveling to Monterey and Santa Clara Counties. The segment of SR 156 between San Juan Bautista and Hollister is a two-lane highway with high commuter volumes, as well as substantial truck and farm equipment traffic. Caltrans started construction for the widening of SR 156 between San Juan Bautista and 4th Street in 2022.

#### 4.1.2.2 LOCAL FACILITIES

San Felipe Road is a north/south four-lane highway that begins north of Hollister (north of SR 156) and extends southward into Hollister to the intersection of Santa Ana Road where it changes designation to San Benito Street.

Fairview Road is a north/south two-lane highway that extends northward from its intersection with SR 25 to the south of the city to San Felipe Road, north of Hollister.

Wright Road/McCloskey Road is an east/west two-lane arterial. It begins as Wright Road at its intersection with Buena Vista Road and extends eastward to San Felipe Road where it changes designation to McCloskey Road. McCloskey Road extends eastward and terminates at its intersection with Fairview Road.

San Juan Road/4th Street is an east/west two-lane road that begins as a highway, transitions to an arterial east of San Benito Street, and transitions to a collector east of Memorial Drive. It begins to the west at its intersection with SR 156 and extends eastward transitioning into 4th Street at Line Street. 4th Street again changes designation to Meridian Street at its intersection with McCray Street, east of San Benito Street.

Santa Ana Road is an east/west arterial. Mainly a two-lane roadway, Santa Ana Road includes a small three-lane (two eastbound and one westbound lanes) roadway segment. This roadway begins at its intersection with San Felipe Road and extends eastward to Fairview Road, where it terminates.

Hillcrest Road is an east/west arterial composed of a small, three-lane roadway segment (two eastbound and one westbound lanes) from McCray Street to Memorial Drive, and a two-lane roadway segment from Memorial Drive to Fairview Road, where it terminates. West of McCray Street, Hillcrest Road changes designation to South Street. South Street west of San Benito Street is a collector.



Photo by Kimley-Horn



Photo by Kimley-Horn

Tres Pinos Road/Sunnyslope Road is an east/west two- to four-lane arterial that begins at its intersection with Rancho Drive (east of San Benito Street) as Tres Pinos Road and extends to the east to Prospect Avenue where it transitions into Sunnyslope Road. Sunnyslope Road terminates at its intersection with Fairview Road. West of Rancho Drive, Tres Pinos Road changes designation to Nash Road.

#### 4.1.3 STREET CLASSIFICATION AND DESIGN

This section sets forth the street classifications to designate how streets will be developed during the 20-year planning horizon of this plan.

The street classifications set forth in this Circulation Element combine traditional street classifications, which define design and operational characteristics based on the need to accommodate the movement of motor vehicles, with context-sensitive street classifications, which factor in neighboring land uses and the need to accommodate pedestrians, bicyclists, and transit users. The resulting matrix of street classifications creates a framework within which street design is influenced by both function and context.

Table C-1 shows the relationship between street classifications and land use.

**TABLE C-1: STREET CLASSIFICATION AND LAND USE CONTEXT**

Function/ Design Context	Arterial Street	Major Collector Street	Collector Street	Local Street	Function/ Design Context
Commercial Use	X	X	–	–	Commercial Use
Main Street Use	–	X	X	–	Main Street Use
Mixed Use	X	X	X	X	Mixed Use
Residential Use	–	X	X	X	Residential Use
Industrial Use	X	X	X	X	Industrial Use

#### 4.1.3.1 ARTERIAL STREETS

##### *Function*

The primary function of an arterial is to provide a high degree of mobility and generally serve longer vehicle trips to and from the urban area. Its secondary function is to serve longer trips within the urban area connecting major urban elements, such as the Downtown Central Business District, industrial facilities, large urban and suburban commercial centers, and other key activity centers. South Street is an example of an arterial in Hollister.

Arterials may be four to eight lanes in width and may accommodate up to 30,000 vehicles or more per day. Arterials often have a large median area used as a left-turn lane at intersections. Access to arterials should be limited to signalized intersections with major and minor collector streets and major commercial driveways. Direct access to adjacent properties should be limited to right-turn-in and right-turn-out movements only. Posted speed limits on thoroughfare facilities generally range between 30 and 45 miles per hour (mph), varying based on the type of area being served.

With an emphasis on mobility, an arterial is generally designed to accommodate vehicle trips in the form of passenger cars, trucks, and buses. Bicycle facilities may be provided. Pedestrian facilities are always provided, but the width of these facilities varies depending on adjacent land use and the level of pedestrian activity.



A typical cross-section for a major commercial arterial.

### *Design Context*

As with all functional street types, the design of an arterial depends on its land use context. Traffic-dependent commercial land uses, such as suburban shopping centers, are the most common land use along arterials. Where this is the case, for example San Felipe Road, primary design considerations are lane width and access management.

### **4.1.3.2 COLLECTORS**

#### **Major Collectors**

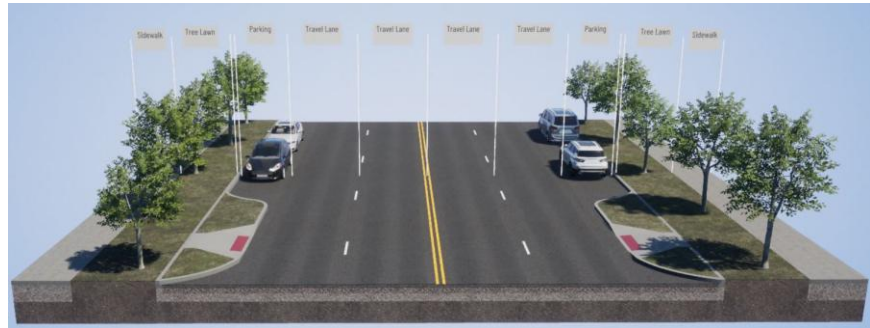
##### *Function*

The primary function of the major collector is to serve longer trips in the urban area connecting major urban elements, such as the downtown, industrial facilities, large urban and suburban commercial centers, major residential areas, and other key activity centers. Its secondary function is to provide backup capacity for regional traffic in the event of emergency or temporary road construction.



Photo by PlaceWorks

Major collectors are two to four lanes wide and may accommodate up to 20,000 vehicles per day. Major collectors often have a median or third lane for turning movements. Direct access to properties should be consolidated where feasible. Posted speed limits on major collector facilities generally range between 30 and 35 mph. Union Road east of SR 25 is an example of a major collector in Hollister.



A typical cross-section for a major Main Street collector.

### *Design Context*

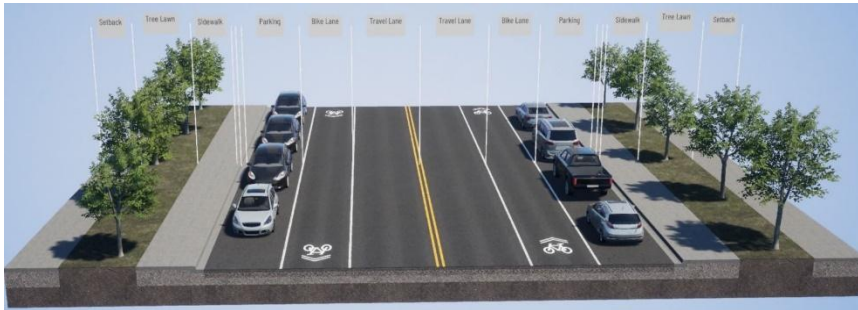
A mix of land uses, such as office and residential, is the most common land use along major collectors. Where this is the case, for example on San Benito Street south of South Street, high-priority design elements include wide sidewalks and transit facilities with high amenities. Alternatively, in a Main Street context with limited right-of-way, for example 4th Street, lane width and access management may be compromised in favor of wide sidewalks, planting strips that separate the sidewalk from the street, and on-street parking.

### **Minor Collectors**

#### *Function*

The primary function of a collector is to provide access between local streets and arterials. Its secondary function is to provide access to land in residential, commercial, and industrial areas.

Collectors are two lanes wide and may accommodate up to 10,000 vehicles per day. Direct access to adjacent properties is discouraged. Speed limits are typically in the 25 to 35 mph range. Apricot Lane is an example of a minor collector in Hollister.



A typical cross-section for an industrial collector.

### *Design Context*

Residential or industrial land uses are the most common land use along collector streets. In residential areas, collector streets provide access to local residential streets and occasionally provide direct access to residential properties. Where this is the case, for example on Buena Vista Road, high-priority design elements include detached sidewalks and street trees in planting strips. Alternatively, in an industrial context, for example on Chappell Road, emphasis shifts to lane width and intersection design for large trucks.

### **4.1.3.3 LOCAL STREETS**

#### *Function*

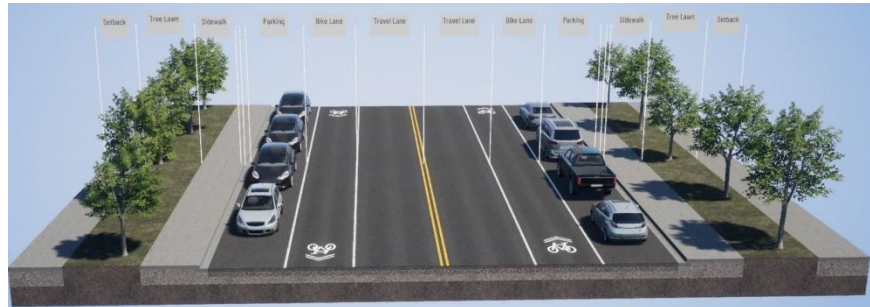
The primary function of a local street is to provide direct access from collector streets to residential, industrial, and mixed-use property. In the residential and mixed-use contexts, the primary function of the residential street is also to provide a high-amenity environment for pedestrians. Its secondary function is to provide access to alternative collectors in high traffic periods. Mobility on local streets is typically incidental and involves relatively short trips at lower speeds to and from collector facilities.

Because of their “neighborhood” nature, travel speeds are generally lower than collectors and throughfares. Posted speed limits on local streets generally range between 25 and 30 mph, depending on available right-of-way and the adjacent land uses. Traffic volumes on local streets are generally less than 5,000 vehicles per day, and also vary depending on available right-of-way and the adjacent land uses.

Pedestrian and bicycle safety and aesthetics are generally high priorities on local streets in residential and commercial areas. Wider travel lanes and broader turning radii to accommodate larger vehicle size are major considerations on local streets in industrial areas. Neil Drive is an example of a local street in Hollister.

### *Design Context*

Residential and mixed land uses are the most common land uses along local streets. In residential areas, high-priority design elements include detached sidewalks, street trees in planting strips, and on-street parking. In mixed-use areas, high-priority design elements include wide sidewalks with transit access, bicycle lanes on designated bike routes, and on-street parking.



A typical cross-section for a local street.

#### 4.1.4 INTERSECTION LEVEL OF SERVICE STANDARDS

Level of service (LOS) is a qualitative description of traffic operating conditions ranging from LOS A, or free-flow conditions with little or no delay, to LOS F, or jammed conditions with excessive delays. The correlation between average delay and LOS is shown in Table C-2. The concept of maintaining no worse than a tolerable level of congestion is important, not only to provide a reasonable LOS for motorists, but also to protect neighborhoods from the impact of excessive through traffic. To the extent that the arterial and collector street system is operating with limited congestion, there will be less incentive for drivers to use local streets to bypass areas of congestion.

**TABLE C-2: INTERSECTION LEVEL OF SERVICE DEFINITIONS FOR SIGNALIZED INTERSECTIONS**

Level of Service	Description	Signalized (seconds)	Unsignalized (seconds)
A	Free flow, with no delays. Users are virtually unaffected by others in the traffic stream.	Less than 10	Less than 10
B	Stable traffic, traffic flows smoothly with few delays.	Less than or equal to 10 to 20	Less than or equal to 10 to 15
C	Stable flow, but the operation of individual users becomes affected by other vehicles. Modest delays.	Less than or equal to 20 to 35	Less than or equal to 15 to 25
D	Approaching unstable flow, operation of individual users becomes significantly affected by other vehicles. Delays may be more than one cycle during peak hours.	Less than or equal to 35 to 55	Less than or equal to 25 to 35
E	Unstable flow with operating conditions at or near the capacity level. Long delays and vehicle queuing.	Less than or equal to 55 to 80	Less than or equal to 35 to 50
F	Forced or breakdown flow that causes reduced capacity. Stop-and-go traffic conditions. Excessively long delays and vehicle queuing.	Greater than or equal to 80	Greater than or equal to 50

Source: Transportation Research Board, *Highway Capacity Manual 6th Edition*, National Research Council.

#### 4.1.5 VEHICLE MILES TRAVELED AND TRANSPORTATION DEMAND MANAGEMENT

A common indicator used to quantify the amount of motor vehicle use in a community is vehicle miles traveled (VMT). VMT represents the total number of miles driven per day by persons traveling to and from a defined area. Many factors affect VMT, including the average distance people drive to work, school, and shopping, as well as the proportion of trips that are made by non-automobile modes. Areas that have a diverse land use mix and facilities for non-automobile modes, including transit, walking, and bicycling, tend to generate lower VMT than auto-oriented suburban areas where land uses are typically segregated. Further, cities and regions where the jobs/housing ratio is balanced generate a lower VMT than areas where most residents commute long



Photo by Kimley-Horn

distances to work. From an environmental perspective, development that generates less per-capita VMT reflects less auto usage, and correspondingly, lower fuel consumption and production of greenhouse gas (GHG) emissions.

In California, the use of VMT instead of LOS as a metric to assess transportation-related environmental impacts has been adopted as part of updates to the California Environmental Quality Act (CEQA) under Senate Bill 743 (SB 743). As a result, the identification of transportation-related environmental impacts in CEQA documents is now based on the VMT associated with a project instead of the project's impact on traffic congestion.<sup>1</sup>

The Governor's Office of Planning and Research (OPR) Guidance advises jurisdictions to set VMT thresholds at 15 percent below the average for the defining area. The City has established the following thresholds:

- For residential projects, a project would cause substantial additional VMT if it exceeds existing county-wide average home-based VMT per capita minus 15 percent.
- For office projects, a project would cause substantial additional VMT if it exceeds existing county-wide average work-based VMT per employee (office) minus 15 percent.
- For other employment-based VMT projects besides office employment, a project would cause substantial additional VMT if it exceeds existing county-wide average work VMT per employee (other) for similar land uses minus 15 percent.
- For regional retail and other customer-based VMT projects where the primary source of VMT is not primarily employees, but customers, a project would cause substantial VMT if it results in a net regional change using the county as the basis or other area as determined appropriate by the City of Hollister.

#### 4.1.5.1 TRANSPORTATION DEMAND MANAGEMENT

Transportation demand management (TDM) refers to strategies that improve transportation system efficiency and reduce congestion by shifting trips from single-occupant vehicles to collective forms of transport, including mass transit, carpools, and private shuttles. TDM is a critical component of a comprehensive strategy to reduce VMT, traffic congestion, single-occupancy vehicles, and parking demand. TDM

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<sup>1</sup> It should be noted that SB 743 pertains to CEQA scope only and that local jurisdictions, including the City of Hollister, are permitted to use LOS for other planning purposes outside the scope of CEQA. This General Plan includes LOS-related standards and policies.

programs are typically incorporated in new development and can include a range of infrastructure investments and incentives for the use of alternatives to the automobile, as well as parking management strategies and marketing. The City of Hollister has approved the California Air Pollution Control Officers Association (CAPCOA) TDM strategies that new development projects can implement to reduce VMT generated from the proposed development.

#### 4.1.6 COMPLETE STREETS

Traditional roadway functional classification prioritizes moving vehicles at high speeds over the safety for any other users of the street or the natural context of the street location. A complete streets approach integrates people and place in the planning, design, construction, operation, and maintenance of our transportation networks. This benefits public safety, all modes of travel, local land use, economic growth, cultural design, and the natural environment. The City of Hollister has developed cross-sections for the following roads that are consistent with complete street principles:

- Buena Vista Road
- Santa Ana Road
- Meridian Street
- Memorial Drive

The Complete Streets Plan identifies future design and implementation strategies that can be used to plan, design, and maintain streets that are safe for users of all ages and abilities. The plan also takes a comprehensive look at a future green street network that can promote walking and biking connections to local schools, parks, and other community services. The Monterey Bay Area Complete Streets Guidebook, published by the Association of Monterey Bay Area Governments (AMBAG), in August 2013, provides examples of how roadways can function well for all users. The goal of the guidebook is to provide resources and procedures to local agencies for complete streets projects.

#### 4.1.7 PEDESTRIAN FACILITIES

An important first step in promoting pedestrian activity (and therefore healthy cities and neighborhoods) is to recognize that city streets are not just for cars. In fact, while city streets must accommodate automobile traffic, an equal or greater focus should be placed on accommodating pedestrians and bicyclists.



Photo by PlaceWorks



Photo by Kimley-Horn



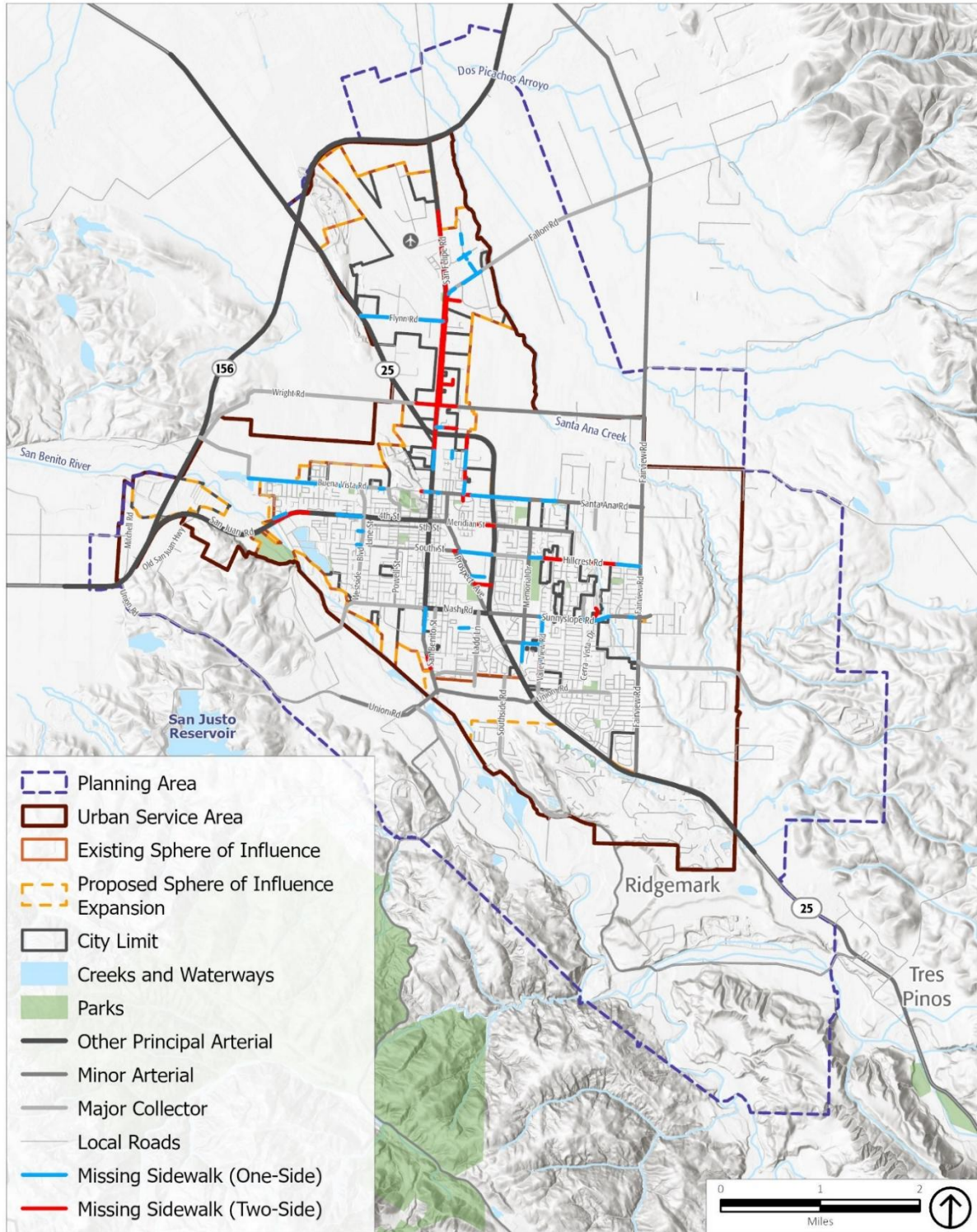
Photo by PlaceWorks



Photo by Kimley-Horn

Most major intersections in Hollister have marked crosswalks and countdown pedestrian-crossing signals that can be activated by pedestrians. Existing gaps in the city's sidewalk network are shown on Figure C-2. Pedestrian facility improvements, including high-visibility crosswalks, Rectangular Rapid Flashing Beacons (RRFBs), and traffic-calming measures, are implemented along Central Avenue, Sally Street, Ladd Lane, and Buena Vista Road.

Figure C-2 Existing Sidewalk Gaps



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

#### 4.1.8 BICYCLE FACILITIES

There are currently limited bicycle facilities in Hollister. Most bicycling is done on roadway shoulders, which are not striped for bike lanes. In many cases, bicycle facilities can be accommodated on current streets. As many of the major streets in Hollister become impacted by heavy traffic, increased emphasis must be placed on accommodating bicycle travel when designing streets. This can be accomplished by adding bicycle lanes on existing streets and by providing alternative routes dedicated to bicycle and pedestrian use.

Existing and planned bicycle facilities are provided throughout Hollister on most arterials and major collectors, as shown on Figure C-3. Caltrans' Highway Design Manual (Chapter 1000: Bikeway Planning and Design) outlines four classes of bike facilities that can accommodate cyclists.

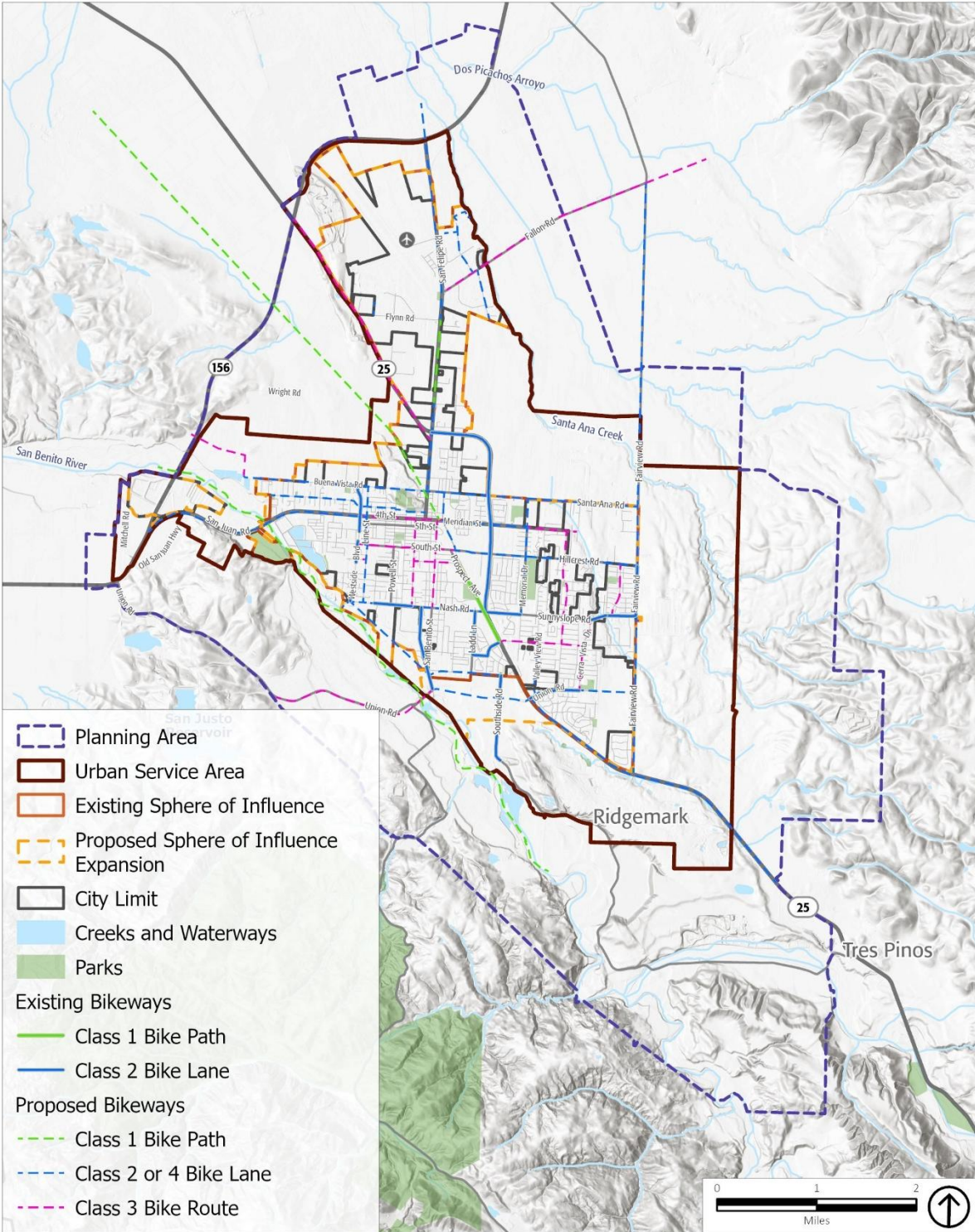
##### Class I

Shared-use paths provide a completely separate right-of-way and are designated for the exclusive use of bicycles and pedestrians with vehicle and pedestrian crossflow minimized.



Source: City of San Jose Bikeway Classifications

Figure C-3 Existing and Planned Bike Facilities



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

### Class II

Standard bike lanes are lanes for bicyclists adjacent to the outer vehicle travel lanes. These lanes have special lane markings, pavement legends, and signage. Bike lanes can be enhanced with green paint or a buffer and are generally five feet wide.



Source: City of Hollister, Class II Bike Lanes. Photo by Kimley-Horn

### Class III

Shared lanes or bicycle routes are designated by signs or pavement markings for shared use between cyclists and motor vehicles. Bike routes serve either to provide continuity to the bicycle facilities or designate preferred routes for cyclists through high-demand corridors. These facilities can incorporate traffic-calming elements that prioritize bicycle traffic to allow for a more comfortable cycling experience.



Source: City of Hollister, Class III Bike Route. Photo by Kimley-Horn

## Class IV

Cycle Tracks provide a right-of-way designated exclusively for bicycle travel within the roadway and which are protected from other vehicle traffic with devices, including, but not limited to, grade separation, flexible posts, inflexible physical barrier, or parked cars.



Source: City of Hollister Class IV. Photo by Kimley-Horn

A one-half mile, Class I multiuse path is along McCray Street between Tres Pinos Road and Hillcrest Road. Class II bike lanes currently exist throughout the city. Notable planned bike facilities include the construction of a Class I multiuse path from the existing McCray Street path to the north along the existing railway. In addition, a Class I facility is planned along the San Benito River, west and south of the city. Notable Class II bike lane facilities are planned along San Felipe Road, Buena Vista Road, Santa Ana Road, Fairview Road, Hillcrest Road, Nash Road, Tres Pinos Road, Union Road, and Airline Highway/SR 25.

### 4.1.9 SAFETY AND VISION ZERO

Vision Zero is an international road safety movement rooted in the philosophy that no loss of life due to road crashes is acceptable or inevitable. A core principle of Vision Zero is that people should not be killed or severely injured due to mobility. Crashes are not accidents; that is, they are entirely preventable if the transportation system is designed to minimize the consequences of human errors and mistakes. Vision Zero sets the goal of reducing traffic-related fatalities and severe injuries to zero, the only acceptable number.

Many factors, such as roadway design, speeds, human behavior, policies, technology, etc., contribute towards safety. Vision Zero is a multidisciplinary approach that brings together necessary stakeholders to achieve a common goal of reducing traffic-related fatalities and severe injuries to zero. Key features of Vision Zero include the following principles:

- Traffic deaths are preventable
- Human error must be incorporated in Vision Zero approach
- It is not expensive to save human lives
- Prevent fatal and severe crashes
- Integrate necessary disciplines for a Systems Approach

The City of Hollister does not currently have a Vision Zero plan; however, the City was part of the San Benito County's Local Streets and Roads Program (LSRP). The LSRP is a data-driven collision analysis of local roadways to identify and prioritize transportation safety improvements needed, which ties in with the overall Vision Zero goal of reducing traffic-related fatalities and severe injuries to zero.

#### 4.1.10 SAFE ROUTES TO SCHOOL

Safe Routes to School is an international initiative that targets improving the well-being and safety of children by increasing the number of students who walk or bike to school. This program is intended to promote community, environmental responsibility, physical health, and student safety. Safe Routes to School provides pedestrian and bicycle infrastructure recommendations that address gaps in local active transportation networks, helps improve the health of students by providing a space where they can be active, and assists in reducing VMT and GHG emissions. San Benito County has a Safe Routes to School Program that developed a handout for various schools in Hollister that outline the best suggested routes to and from school.

#### 4.1.11 NEIGHBORHOOD TRAFFIC CALMING

Neighborhood traffic-calming measures increase the quality of life of the residents that live in the neighborhood; create safer and more attractive streets; reduce the negative effects of motor vehicles on the environment; and promote pedestrian, bicycle, and transit use. The City of Hollister supports the sentiments of its residents who wish to preserve and maintain peaceful and pedestrian-friendly neighborhoods by minimizing the impacts caused by vehicular traffic. Roundabouts can be used to slow traffic in residential neighborhoods by preventing drivers from speeding through an intersection. Other techniques include curb extensions, bulbouts, median island or barrier, raised crosswalk, speed bumps or cushions, and turn restrictions.



Example of Speed Cushions – City of Hollister. Photo by Kimley-Horn



Example of a Traffic Circle – City of Hollister. Photo by Kimley-Horn

#### 4.1.12 PUBLIC TRANSIT

Public bus service in San Benito County is supplied by the County Express transit system. The San Benito Local Transportation Authority currently monitors the transit system.

##### 4.1.12.1 BUS SERVICE

San Benito Local Transportation offers both local fixed-route bus service and on-demand service, which is a curb-to-curb bus service that offers flexible routing and scheduling.

In addition, County Express provides Tripper Service, which serves Hollister's students by providing a discounted bus service route to many of the schools during peak travel demand associated with local school bell schedules.

No service is currently provided to the employment center near Hollister Airport.

County Express Transit System has a paratransit service for persons that are unable to ride Fixed-Route service due to physical or cognitive disabilities. The service is available for trips within 0.75 mile of Fixed-Route service.



Source: San Benito County Express

County Express Transit System's intercounty service includes service to Gilroy's Caltrain station, Gavilan Junior College, and Gilroy's Greyhound station with connecting service to the Santa Clara Valley Transportation Authority bus system. There is daily weekday service to Gavilan Junior College and the Caltrain station and weekend service to the Greyhound station in Gilroy. The weekday shuttle service to Gavilan College has a limited schedule when school is not in session. There are early morning and evening runs to the Gilroy Caltrain station for connections to Caltrain and Valley Transportation Authority bus services.

#### 4.1.12.2 POTENTIAL COMMUTER SERVICE ENHANCEMENTS

The nearest connection to commuter rail service is in Gilroy, with service to Santa Clara County and points north. The City of Hollister has been interested in trying to extend commuter rail or other commuter transit service into Hollister, to connect to commuter rail in Gilroy.

- San Benito County Local Transportation Authority conducted an *Analysis of Public Transit Network Expansion Projects for Congestion Relief of Highway 25 Corridor* in June 2020. This study evaluated three scenarios to improve transit options for those traveling between Hollister and areas to the north, including Gilroy and the Bay Area using the SR 25/rail corridor.
- **Bus-On-Shoulder** would improve SR 25 to enhance the shoulders to accommodate buses, allowing them to by-pass traffic congestion, making the service more convenient for commuters looking for a faster, less stressful trip.

- **Bus-Beside-Rail** would provide a new facility exclusive for buses beside the rail corridor.
- **Passenger rail service** would include a new rail station in Hollister with train service to the Gilroy station, directly connecting with Caltrain.

The study evaluated a number of benefits and the costs of each scenario to determine which investment would provide the most cost-effective opportunities and did not select a preferred transit scenario.

As of 2024, there is no funding in place for these improvements. SBCOG is in the process of pursuing grant funding opportunities to conduct a more detailed operational analysis.

#### 4.1.13 AVIATION SERVICES

The City of Hollister has one public airport, Hollister Municipal Airport. Hazel Hawkins Hospital also maintains a heliport at its Hollister facility.

The Hollister Municipal Airport is approximately two miles north of downtown Hollister, adjacent to SR 156. It is owned and operated by the City of Hollister. In its operational role, it is classed as General Utility and accommodates all general aviation aircraft. The airport can accommodate 16 aircraft in 6 conventional hangers and 75 aircraft in T-hanger buildings. There are an estimated 53,000 landings and take-offs each year at the airport.

The five-member Hollister Airport Commission oversees the operation of the facility, and an airport manager manages day-to-day activities. In 2018, the City of Hollister prepared an Airport Layout Plan Update and Narrative Report, which projected use and needed airport improvements.

#### 4.1.14 GOODS MOVEMENT FACILITIES

Commodities in San Benito County are transported in and out of San Benito County by truck and rail, with the large majority of goods being moved by truck. San Benito County experiences a higher-than-average amount of truck traffic, and this activity, while largely confined to state highways, impacts local streets and rural roads not designed to handle large, heavy trucks. The sole rail line in San Benito County is the 12-mile-long Hollister Branch Line running from Hollister to Carnadero in Santa Clara County. The facility is owned by the Union Pacific Railroad.

The Industrial Area in the City is roughly bounded by SR 156 to the north, SR 25 to the west, San Felipe Road to the east, and Maple Street to the south. The primary truck routes are SR 25, SR 156, and San Felipe Road (SR 156B), which provides connections between the City and other industrial areas in the county. As of 2024, the City is home

to major facilities such as San Benito Foods, Amazon delivery station, Marich Confectionary, Teknova, etc. Planned major facilities include Amazon fulfillment center to be located north of the Hollister Municipal Airport and Hollister Research Park, which would consist of commercial, warehousing, manufacturing, research, and development uses at the northeast and southeast corners of SR 156 and San Felipe Road intersection.

## **4.2 PLANNED CIRCULATION IMPROVEMENTS**

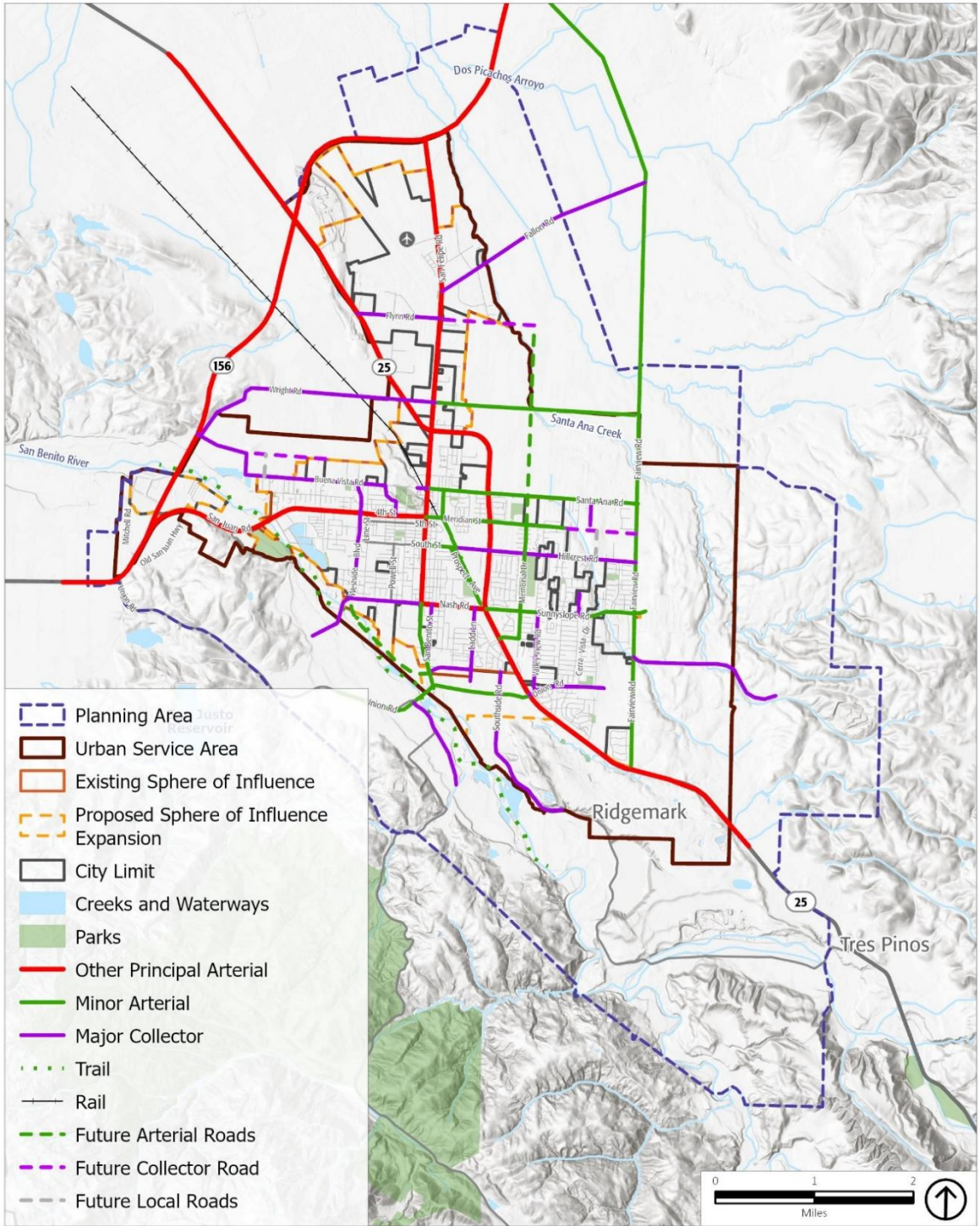
This section sets forth Hollister’s Circulation Diagram and describes each major circulation improvement project over the 20-year planning horizon.

### **4.2.1.1 CIRCULATION DIAGRAM**

The Circulation Diagram is intended to be the definitive source for future changes in Hollister’s circulation system. The intended effect of this diagram and the street classifications shown is to govern the growth and character of major circulation facilities, including street and railroad facilities. The street classifications used in this diagram are described in the following section, and streets in all classifications are intended to be influenced by their land use context.

Figure C-4 shows the Hollister 2040 General Plan Circulation Diagram.

Figure C-4 2040 General Plan Circulation Diagram



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

#### 4.2.1.2 FUTURE IMPROVEMENTS

Forecasts of future demand on the City's transportation system were prepared using the AMBAG travel-demand model. This model uses widely accepted transportation planning formulas to convert forecasts of future land use into the number and distribution of future vehicle trips on the roadway network. The forecast volumes are compared to the roadway design capacities to identify transportation corridors, roadway segments, or intersections where a prescribed LOS will be exceeded.

These projections were then allocated to the traffic analysis zones used by the City's traffic forecasting model. The traffic forecasting model was then used to develop projections of future traffic demand on the area's roadway system. Based on these forecasts and analyses, various roadway improvements have been identified to accommodate future vehicle trip growth under this General Plan. These improvements will maintain or improve current LOS for intersections and meet the General Plan's LOS standards in Hollister. Table C-3 summarizes the roadway improvements and Table C-4 summarizes the intersection improvements.

Results were then analyzed to determine where there were projected roadway capacity deficiencies, and to develop recommendations for further improvements.

In addition, this General Plan assumes a series of roadway improvements in unincorporated San Benito County that are under the jurisdiction of either San Benito County or Caltrans, as shown in Table C-5. The City will work with San Benito County or Caltrans to ensure that these improvements are made when they are needed.

The future conditions transportation demand model provides vehicle traffic projections for future roadways. These projections are used to determine level of future congestion on roadways. This model excludes projections for bicycle and pedestrian trips based on future land use changes. Therefore, this General Plan focuses future pedestrian and bicycle improvements on providing connectivity between key land uses in the city and ensuring appropriate complete street policies are implemented to ensure equitable comfort across all modes of travel.

**TABLE C-3 CITY OF HOLLISTER 2040 NETWORK IMPROVEMENTS**

<b>Roadway</b>	<b>Description</b>
Memorial Drive South Extension	Meridian Street to Santa Ana Road – Construction 4-lane road extension with bicycle lanes
Westside Boulevard Extension	Construct 2-lane road from Nash Road to Southside Road/San Benito Street intersection with bicycle lanes
Memorial Drive North Extension	Santa Ana Road to Flynn Road/Shelton Road Intersection – Construct new 4-lane road and extension with bicycle lanes
Union Road Widening (East)	San Benito Street to SR 25 – Widen to 4-lane arterial with bicycle lanes
Union Road Widening (West)	San Benito Street to SR 156 – Widen to 4-lane arterial with bicycle lanes
Fairview Road Widening	McCloskey to SR 25 – Widen to 4-lane arterial. Construct new bridge south of Santa Ana Valley Road with bicycle lanes
San Benito Regional Park Access Road	Construct new 2-lane roadway from Nash Road to San Benito Street
Enterprise Road Extension	Extend Enterprise Road westerly from Southside Road toward Union Road
Meridian Street Extension	Construct 4-lane road with bicycle lanes
Flynn Road Extension	San Felipe Road to Memorial Drive north extension – New roadway construction south of McCloskey Road with bicycle lanes. Located within the City of Hollister and county
Pacific Way (new road)	San Felipe Road to Memorial Drive

**TABLE C-4 CITY OF HOLLISTER 2040 INTERSECTION IMPROVEMENTS**

<b>Intersection</b>	<b>Description</b>
Westside Boulevard & Nash Road	New signalization of 2-lane collector south leg (Westside Extension), existing 4-lane north leg with existing 2-lane local; turning lanes will be added on all four approaches.
Westside Boulevard & San Benito Street	New signalization of new 2-lane collector (Westside Extension) with 2-lane arterial; turning lanes will be added on all four approaches.
South Street & Westside Boulevard	New signalization of 4-lane collector with 2-lane collector; existing lane configuration will be retained on all approaches.
4th Street (San Juan Road) & West Street or Monterey Street	New signalization of 2-lane collector with 2-lane local; existing lane configuration will be retained on all approaches.
Memorial Drive & Hillcrest Road	New signalization of 4-lane arterial with 4-lane arterial; existing lane configuration will be retained on all approaches with bicycle lanes.
Flynn Road & San Felipe Road	New signalization of 4-lane arterial with 4-lane arterial.
Memorial Drive & Santa Ana Road	Memorial Drive South Extension - New signalization of future 4-lane arterial; turning lanes will be added on all four approaches.
Memorial Drive & Meridian Street	New signalization of future 4-lane arterial (Memorial Drive) with 4-lane arterial; turning lanes will be added on all four approaches.
Gateway Dr. & San Felipe Road	New signalization of new 2-lane collector with 4-lane arterial.
Rancho Drive & East Nash (Tres Pinos Road)	New roundabout.
Fairview Road & Hillcrest Road	New signalization of future widening to 4-lane arterial (north and south legs). Southbound and northbound through lanes will be constructed with Fairview Road widening.
Union Road & Fairview Road	New signalization of future widening to 4-lane arterial (north and south legs) with future new 4-lane arterial (west leg only).
Enterprise Road & Airline Highway (SR 25)	New signalization of future widening to 4-lane arterial (north and south legs) with 2-lane arterial; eastbound and westbound through lanes will be constructed with bicycle lanes.

**TABLE C-4 CITY OF HOLLISTER 2040 INTERSECTION IMPROVEMENTS**

<b>Intersection</b>	<b>Description</b>
McCloskey Road & Fairview Road	New signalization of 4-lane arterial with 2-lane local, Left Turn Only (LTO) lanes on all 3 approaches, Right Turn Only (RTO) on 2 approaches.
Meridian Street & Fairview Road	New signalization of 4-lane arterial with 4-lane arterial. Through lane on Fairview will be constructed.
Fairview Road & Fallon Road	New signalization of 4-lane arterial with 2-lane collector, left and right turning lanes will be added on all four approaches.
Fairview Road & Airline Hwy/SR-25	New signalization of 4-lane arterial (east & west legs) with 4-lane arterial (north leg) & 2-lane (south leg). Left and right turning lanes will be added on all four approaches, eastbound and westbound through lanes constructed. County and Caltrans.
SR-156 & Buena Vista Street	New signalization of new 2-lane collector with 4-lane arterial; left turning lanes will be added on all four approaches. County and Caltrans.
John Smith Realignment at Fairview Intersection	Project will realign John Smith Road to intersect Fairview Road at St. Benedict Way and add left and right turn lanes into John Smith Road.
Buena Vista Road & Westside Road (East)	Convert existing signalized intersection to a roundabout with single lane on all approaches.
4th Street & Felice Drive	Convert existing unsignalized intersection to a roundabout with single lane on all approaches.
Union Road & Southside Road	Convert existing signalized intersection to a roundabout with single lane on all approaches.

**TABLE C-5 REGIONAL 2040 NETWORK IMPROVEMENTS**

<b>Roadway</b>	<b>Description</b>
Airline Highway (SR 25) Widening	Sunset Drive to Fairview Road - Convert to 4 lane expressway from Sunset Drive to Fairview Road with bicycle lanes
San Benito Route 156 Improvement Project	San Juan Bautista to Union Road – Construct a four-lane expressway south of the existing SR 156 and use the existing SR 156 as the northern frontage road
Route 25 Expressway Conversion Project, Phase 1	Convert to four-lane expressway from San Felipe Road to Hudner Lane. Includes Area No. 1. SR 25/SR 156 interchange to Hudner Lane and Area No. 2 south of the SR 25/SR 156 interchange to San Felipe Road
Route 25 Expressway Conversion Project, Phase 2	Convert to four-lane expressway from Hudner Lane to county line. Includes Area No 3. SR 25/SR 156 interchange to county line and Area No. 4 county line to Bloomfield Road
U.S. 101: Las Aromitas: Monterey/San Benito County Line to SR 156	Convert to 6 lanes from Monterey/San Benito County line to SR 156 in San Benito County

## 4.3 CIRCULATION ELEMENT GOALS, POLICIES, AND ACTIONS

### 4.3.1 MULTIMODAL TRANSPORTATION AND SAFETY

**GOAL C-1** Provide for a healthy, active community based on complete streets, reflecting a balanced, safe, multimodal transportation system for all users, where pedestrian, bicycle, and transit facilities will be emphasized along with vehicular facilities.

#### POLICIES

- Policy C-1.1** **Sustainable Transportation.** Reduce greenhouse gas (GHG) emissions from transportation by increasing mode shares for sustainable travel modes, such as walking, bicycling, and public transit.
- Policy C-1.2** **Complete Streets.** Apply complete streets design standards to future projects in the public rights-of-way. Complete streets are streets designed to facilitate safe, comfortable, and efficient travel for all users regardless of age or ability or whether they are walking, bicycling, taking transit, or driving.
- Policy C-1.3** **Multimodal Safety.** Use a systemic safety approach for transportation planning, street design, operations, and maintenance that proactively identify opportunities to improve safety where conflicts between street users exist.
- Policy C-1.4** **Vulnerable Road Users' Safety Improvements.** Prioritize transportation infrastructure improvements that improve safety for vulnerable road users (e.g., pedestrians, bicyclists, motorcyclists).
- Policy C-1.5** **Transportation Demand Management.** Require new development to reduce single-occupant vehicle usage using Transportation Demand Management strategies prior to project approval.



Photo by PlaceWorks



Photo by PlaceWorks

**Policy C-1.6** **Public Transit Regional Coordination.** Cooperatively work with Council of San Benito County Governments, Caltrans, and San Benito County to develop, implement, and maintain public transit services and to encourage the implementation of “green transit” that uses alternative fuels or is powered by electricity.

**Policy C-1.7** **Public Transit Improvements.** Promote public realm improvements that support increased use of public transit, including inviting sidewalks, ADA-compliant curb ramps, signal priorities, and amenities such as sidewalks, benches, bus stop shelters, signage, street lighting, and real-time schedule systems on key routes.

**Policy C-1.8** **Future Passenger Rail Service.** Maintain an interest in and actively participate in planning for future rail service to Hollister, as outlined in the Council of San Benito County Government’s *June 2020 Analysis of Public Transit Network Expansion Projects for Congestion Relief of the Highway 25 Corridor* study. Participate in future planning processes for the potential rail service.

**Policy C-1.9** **Park-and-Ride Facilities.** Cooperatively work with Council of San Benito County Governments, Caltrans, and San Benito County to develop, implement, and maintain park-and-ride facilities.

**Policy C-1.10** **Local Schools.** Coordinate with local school districts to improve bicycle, pedestrian, and traffic flow around school sites.

**Policy C-1.11** **“Safe Routes to School” Program.** Work cooperatively with local school districts to develop, implement, and maintain the Safe Routes to School program.

**Policy C-1.12** **School Roadway Safety Promotion.** Work cooperatively with local school districts to actively promote roadway safety education in schools.

**Policy C-1.13** **Vision Zero.** Work towards reducing traffic-related deaths and severe injuries to zero.

ACTIONS

- Action C-1.1** **Performance and Monitoring.** Require the monitoring of the City's mode split progress on reducing vehicle miles traveled (VMT) and reducing GHG emissions from VMT, as data is available.
- Action C-1.2** **VMT Mitigation Banking Fee Program.** Require the establishment of a Vehicle Miles Traveled (VMT) Mitigation Banking Fee Program. This program shall fund the construction of facilities throughout Hollister that support active transportation (cycling and walking) and transit ridership to mitigate VMT impacts from new development.
- Action C-1.3** **Complete Streets Plan.** Create and adopt a citywide Complete Streets Plan.
- Action C-1.4** **Safe Routes to School.** Fund and implement continuous Safe Routes to School engagement and improvements to elementary, middle, and high schools, and provide support to increase number of students walking and bicycling to school.
- Action C-1.5** **Passenger Rail Service Planning.** Update this Circulation Element to identify future train stops and the passenger rail alignment should funding be secured to provide passenger rail service to Hollister.
- Action C-1.6** **Chappell Roadway Master Plan.** Implement the recommendations contained in the Chappell Roadway Master Plan.
- Action C-1.7** **Traffic-Calming Policy.** Develop and implement a Citywide Traffic-Calming Policy.
- Action C-1.8** **Vision Zero Action Plan.** Create a Vision Zero Action Plan focusing on equity and community engagement for implementation. The purpose of the Vision Zero Action Plan should be to eliminate all traffic fatalities and severe injuries. The Action Plan shall identify priorities for roadway safety and lay out actions, measurable strategies, and policies for improving safety.

### 4.3.2 CIRCULATION SYSTEM IMPROVEMENTS

**GOAL C-2** Design and implement the City's circulation system to serve the planned residential and economic growth specified in the General Plan.

#### POLICIES

**Policy C-2.1** **Circulation Element Improvements.** Implement Circulation Element improvements summarized in Tables C-3, C-4, and C-5 and illustrated on Figure C-4 prior to deterioration in levels of service below the stated standard.

**Policy C-2.2** **Development's Fair Share.** Continue to collect traffic impact fees and require other site-related transportation improvements from private developers to ensure implementation of transportation system improvements to local and regional facilities attributable to proposed development.

**Policy C-2.3** **Roadway Classification.** Protect needed rights-of-way for future roadway widenings through the use of City Council-adopted plan lines.

**Policy C-2.4** **Multimodal Improvements.** Prioritize the planning and implementation of street improvement projects that incorporate multimodal features along major travel corridors in the city.

**Policy C-2.5** **Street Repair Improvements.** Use the adopted Pavement Condition Evaluation to prioritize street improvements and funding for road repair projects based on their disrepair category.

**Policy C-2.6** **Regional Transportation Improvements.** Cooperate with Caltrans, the Council of San Benito County Governments, the County of San Benito, and any other regional transportation authorities to ensure the funding and implementation of the transportation improvements specified in the San Benito County Regional Transportation Plan and in this General Plan, particularly Table C-4.

**Policy C-2.7** **Intergovernmental Coordination.** Actively participate in development review for circulation projects outside the City Limits but within Hollister's Planning Area.



Photo by PlaceWorks

ACTIONS

- Action C-2.1** **Public Facilities Fees.** Adopt a citywide public facilities impact fee ordinance to fund new circulation improvement projects required to serve new residents and employees in Hollister.
- Action C-2.2** **Buena Vista Road and Westside Boulevard** Study the cost of converting the existing signalized intersection to a single-lane roundabout. Identify a fee structure to fund this improvement.
- Action C-2.3** **4th Street and Felice Drive.** Study the cost of converting the existing unsignalized intersection at 4th Street and Felice Drive to a single-lane roundabout. Identify a fee structure to fund this improvement.
- Action C-2.4** **Union Road and Southside Road.** Study the cost of converting the existing signalized intersection at Union Road and Southside Road to a single-lane roundabout. Identify a fee structure to fund this improvement.
- Action C-2.5** **Update Regional Transportation Impact Mitigation Fee Program.** Work with the San Benito County Council of Governments (SBCOG) to update the SBCOG Traffic Impact Mitigation Fee (TIMF) Program to incorporate the Hollister 2040 General Plan circulation improvements as shown in Tables C-4 and C-5.

4.3.3 PEDESTRIAN AND BICYCLE FACILITIES

**GOAL C-3** Build and maintain a safe, connected, and equitable pedestrian, bicycle, and micromobility network that provides access to community destinations such as employment centers, transit, schools, shopping, and recreation.

POLICIES

- Policy C-3.1** **Pedestrian and Bicycle Network.** Create and maintain a pedestrian- and bike-friendly environment in Hollister and increase the number of people who choose to walk and bike.



Photo by PlaceWorks



Photo by PlaceWorks



Photo by PlaceWorks

**Policy C-3.2** **Pedestrian and Bicycle Connections.** Work with local businesses, private developers, and public agencies to ensure provision of safe pedestrian pathways and bicycle connections to major public facilities, schools, and employment centers. Require new development to provide internal pedestrian connections and linkages to adjacent neighborhoods and community facilities.

**Policy C-3.3** **Pedestrian Right-of-Way Improvements.** Require new developments to construct or contribute to improvements that enhance the pedestrian experience, including human-scale lighting, streetscaping, crosswalk striping, crossing lights, wayfinding signage, and accessible sidewalks adjacent to the site.

**Policy C-3.4** **Pedestrian Connectivity.** Incorporate design for pedestrian connectivity across intersections in transportation projects to improve visibility at crosswalks for pedestrians and provide safe interaction with other modes. Design improvements should focus on increasing sight lines and removing conflicts at crosswalks.

**Policy C-3.5** **Bicycle Improvements.** Require new developments to construct or contribute to improvements that enhance the cyclist experience, including bike lanes and bicycle parking.

**Policy C-3.6** **Bicycle Facilities.** Cooperatively work with Council of San Benito County Governments, Caltrans, and San Benito County to develop, implement, and maintain bicycle facilities providing direct access to major public facilities, schools, and employment centers, as described in the San Benito County Bikeway and Pedestrian Master Plan.

**Policy C-3.7** **Bicycle and Shared Mobility-Related Technology.** Explore ways to use technology to improve bicycle and shared mobility safety and connectivity.

ACTIONS

- Action C-3.1** **Pedestrian Master Plan.** Prepare and adopt a Pedestrian Master Plan that identifies citywide pedestrian network improvements.
- Action C-3.2** **Pedestrian Amenities.** Study the feasibility of installing pedestrian amenities, such as trees, lighting, recycling and refuse containers, benches, art, etc. in the pedestrian areas along public frontages and in public rights-of-way.
- Action C-3.3** **Bicycle Master Plan.** Prepare and adopt a Bicycle Master Plan that identifies citywide bicycle network improvements.
- Action C-3.4** **Pedestrian and Bicycle Improvement Implementation.** Prioritize implementation of goals, programs, and projects that improve the comfort, safety, and connectivity of the pedestrian and bicycle network.
- Action C-3.5** **Pedestrian and Bicycle Trails and Routes Awareness.** Increase awareness of existing pedestrian and bicycle trails and routes by working with outside agencies and developers to promote these amenities to residents. Collaborate with the County on development of the trail network.
- Action C-3.6** **Walkability Through Design Review.** Adopt objective standards for appropriate sidewalk and pedestrian trail design in new development projects.



Photo by PlaceWorks

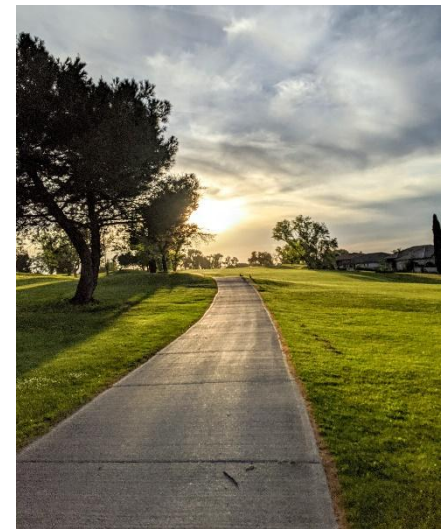


Photo by Valera Key

4.3.4 ROADWAY STANDARDS

**GOAL C-4** Implement a uniform set of standards for Hollister's transportation system, including standard rights-of-way and typical sections. These standards may be amended as necessary in response to changes in technology and industry design standards.

POLICIES

- Policy C-4.1** **LOS C or Better Arterial Roads.** Ensure, to the maximum extent feasible, that the designated arterial roadway system is planned to operate at Level of Service (LOS) C or better during peak and off-peak hours as of the horizon year of the adopted General

Plan, except for the downtown where LOS can be lower than LOS C, airport/industrial area, State Route 25 corridor, and the intersection of San Benito Street and Nash Road/Tres Pinos Road near San Benito High School.

**Policy C-4.2** **Downtown LOS.** There is no LOS standard in most of the downtown area, as mapped in Figure C-5, so as to encourage a walkable, vibrant downtown. However, a standard of LOS D shall be applied at the following locations:

- 4th Street and Monterey Street
- 4th Street and San Benito Street
- 4th Street and Sally Street
- South Street and San Benito Street

**Policy C-4.3** **North Industrial Area LOS.** LOS D is allowable in the northern industrial area, as mapped in Figure C-6, so as to facilitate the City's goal of increasing local jobs and strengthening the local economy.

**Policy C-4.4** **State Route 25 Corridor LOS.** LOS D is allowable for intersections along the State Route (SR) 25 corridor because the high volumes of interregional traffic make it very difficult to maintain a higher LOS on this highway. However, a standard of LOS E shall be applied at SR 25 and San Felipe Road and SR 25 and Union Road. A standard of LOS F shall be applied at SR 25 and Flynn Road.

**Policy C-4.5** **Intersection of San Benito Street and Nash Road/Tres Pinos Road LOS.** LOS D is acceptable at the intersection of San Benito Street and Nash Road/Tres Pinos Road, due to high volumes of traffic associated with San Benito High School.

Figure C-5 Downtown Level of Service D Policy Area



Source: ESRI, 2020; PlaceWorks 2022; San Benito County, 2020; USGS, 2019.



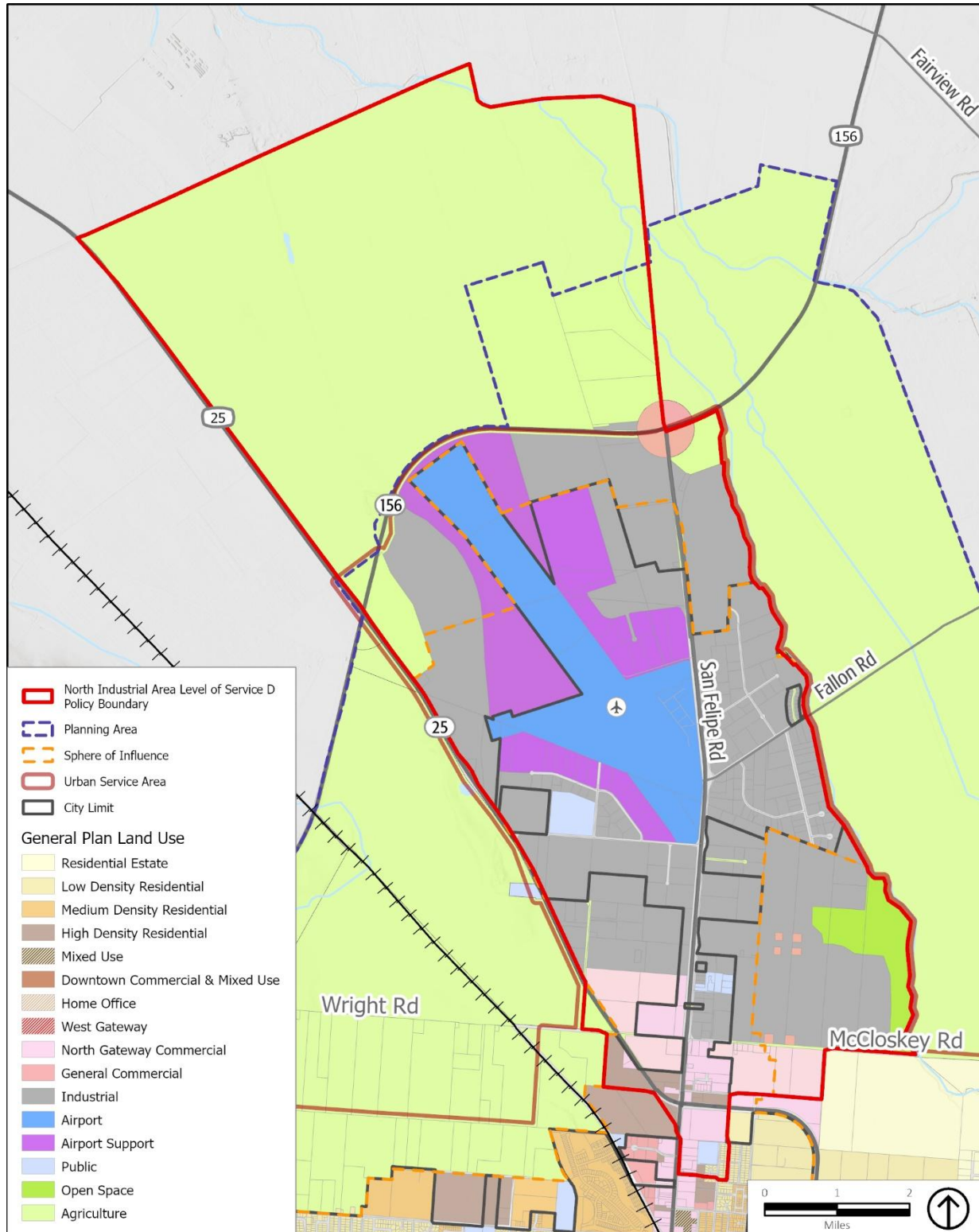
-  Downtown LOS Policy Boundary
-  LOS Downtown Intersections

Figure C-6 Industrial Area Level of Service D Policy Area



Source: ESRI, 2020; PlaceWorks, 2020; San Benito County, 2020; USGS, 2019

**Policy C-4.6** **Transportation Demand Management Requirements.** Require new or existing developments that meet specific size, capacity, and/or context conditions to implement Transportation Demand Management strategies and other single-occupancy vehicle reduction methodologies. Require new developments to comply with tiered trip reduction and VMT reduction targets and monitoring that are consistent with the targets of the City's VMT CEQA thresholds prior to project approval.



Photo by Kimley-Horn

**Policy C-4.7** **Roundabouts.** Encourage the use of roundabouts at existing intersections with capacity, efficiency, or safety problems, as feasible, as a strategy to improve street safety and traffic flow. Where feasible, prioritize roundabouts over stoplights.

#### ACTIONS

**Action C-4.1** **LOS Levels.** Monitor the LOS for intersections along the arterial roadways at least once every two years to ensure compliance with the City's LOS standards. This information shall be presented to the City Council for their use in evaluating amendments to the City's transportation plan.

#### 4.3.5 GOODS MOVEMENT

**GOAL C-5** Provide for safe, efficient goods movement in Hollister that supports the local economy.

#### POLICIES

**Policy C-5.1** **Rail Corridor Planning.** Require coordination with appropriate agencies to ensure that development projects planned adjacent to or near the rail corridor will be planned with safety of the rail corridor in mind.

**Policy C-5.2** **Goods Receiving and Shipping.** Ensure commercial and industrial projects that produce and receive goods identify and mitigate their traffic impacts and are in areas with access to the regional transportation network.

**Policy C-5.3** **Trucks to Avoid Residential Areas.** Discourage or prohibit the movement and parking of large trucks in residential neighborhoods.



Photo by Kimley-Horn

ACTIONS

- Action C-5.1** **Truck Routes.** Develop truck routes in coordination with SBCOG, Caltrans, and San Benito County, and include enforcement mechanisms to encourage the appropriate routes.
- Action C-5.2** **Rail Safety.** Partner with Rail Safety Partners to improve the rail corridor safety.

# 5. COMMUNITY SERVICES AND FACILITIES ELEMENT

# 5

*This Community Services and Facilities Element presents information on community services and facilities available in Hollister today and focuses on policies and actions for the City of Hollister to provide high-quality infrastructure and public services throughout the city. This section presents goals, policies, and actions for the following topics:*

- 5.2.1 *Services and Infrastructure Planning*
- 5.2.2 *Water Supply and Wastewater*
- 5.2.3 *Stormwater Drainage*
- 5.2.4 *Energy*
- 5.2.5 *Solid Waste*
- 5.2.6 *Parks and Recreation*
- 5.2.7 *Fire and Police Services*
- 5.2.8 *Public Schools*
- 5.2.9 *Library Services*

## 5.1 HOLLISTER TODAY

### 5.1.1 WATER SUPPLY

The City of Hollister and the Sunnyslope County Water District (SSCWD) both supply water to the Planning Area through two separate water distribution systems. The San Benito County Water District is the wholesale water provider to the City of Hollister and the SSCWD and supplies surface water from the Central Valley Project (CVP). There are two water treatment facilities that treat surface water in the Planning Area that are owned by the San Benito County Water District and maintained by the SSCWD.

The water supply for the City of Hollister and SSCWD consists of groundwater and imported surface water obtained from the San Benito County Water District.



Photo by Jenny Knerr

The 2017 Hollister Urban Area Water and Wastewater Master Plan provides a comprehensive plan and implementation program to meet the existing and future water resource needs for the Hollister Urban Service Area. The plan includes recommended priorities through 2035 for water supply, recycled water facilities, water system operations, and institutional agreements. Priority projects identified in the plan include the addition of local wells to supply the northern part of the city, expanding recycled water use for agricultural irrigation, and developing the North County Groundwater project, which involves the development of wells in particular subbasins. The plan also includes recommendations for institutional agreements between agencies that will be required to implement projects.



Photo by Michael Grzan

### 5.1.2 WASTEWATER

The City of Hollister provides wastewater treatment for most of the Planning Area. The City owns an industrial wastewater treatment plant and owns and operates a domestic wastewater recycling facility, both of which are located along the San Benito River on the west side of the city. The industrial wastewater treatment plant primarily treats waste from the San Benito Foods tomato cannery in the City Limits. The domestic wastewater recycling facility treats domestic, commercial, and industrial wastewater from within the City Limits and from portions of the unincorporated county. It produces reclaimed water for agricultural use, park irrigation, and groundwater recharge. The Cielo Vista Estates Wastewater Treatment Plant serves approximately 50 single-family homes in the southeast corner of the Planning Area. There are also County islands within the Planning Area that are served by private septic systems.

Although the City of Hollister and its wastewater treatment plant currently have ample capacity to process sewage from existing development, there could be capacity issues in the future as the General Plan is built out. The plant currently processes 2.6 million gallons per day (MGD) of wastewater on an average day, as compared to a permitted capacity of 4.08 MGD. This existing flow consists of 2.26 MGD from areas inside the City of Hollister and its environs, 0.16 MGD from the City of San Juan Bautista, and 0.18 MGD from the San Juan Oaks unincorporated residential subdivision. The City of Hollister has committed that San Juan Bautista can send as much as 1.2 MGD to the wastewater treatment plant, and that San Juan Oaks can send as much as 0.5 MGD. Adding these maximum flows from those locales to Hollister's existing flows would result in total flows of 4.3 MGD, which exceeds the plant's current permitted capacity. This situation will be exacerbated as additional development occurs under this General Plan, as buildout of the General Plan would add an additional 1.68 MGD for a total future demand of 6.0 MGD. So, although there is not a wastewater treatment capacity issue now, one could arise in the future as development occurs in Hollister, San Juan Bautista, and San Juan Oaks.

### 5.1.3 STORMWATER DRAINAGE

The City's storm drainage system consists of multiple networks of inlets, pipes, and basins that flow to the San Benito River, Santa Ana Creek, and to terminal (retention) basins that percolate stormwater into the ground. Over 59 miles of piping flows through various stormwater collection features, such as basins and retention ponds, and ultimately to one terminal basin or one of the 20 river outfalls. The City's system does not include any stormwater pumping stations.

The City's 2011 Storm Drain Master Plan includes a list of known problem areas throughout the storm drain system. These locations experience flooding during minor and major storm events due to pavement and gutter damage, very flat slopes, lack of a storm drain system, and inlet capacity issues. According to calculations from the 2011 Storm Drain Master Plan, there are some areas within the City Limits without the capacity to convey future 10-year and 25-year storm peak flow.

### 5.1.4 ENERGY

Pacific Gas and Electric Company (PG&E) provides natural gas service to the Hollister Planning Area. Gas delivered by PG&E originates in gas fields in California, the US Southwest, the US Rocky Mountains, and from Canada. Transmission pipelines send natural gas from fields and storage facilities in large pipes under high pressure. Smaller distribution pipelines deliver gas to individual businesses or residences. There are four natural gas pipelines in the Hollister Planning Area. Two parallel pipelines are aligned beneath Pacific Way and the easement to the west. One transmission line branches to the south from these pipelines and is aligned beneath Rustic Road and terminates in the core of Hollister. The other transmission line also branches to the south from the two parallel pipelines and enters the city at Buena Vista Road and Bridgevale Road, continuing south to Highway 156B and then heading southwest. PG&E gas transmission pipeline systems are maintained through an inspection and monitoring program, which includes real-time leak inspections, surveys, and patrols of the pipelines.

There are two energy providers that serve the Hollister Planning Area with electricity: Central Coast Community Energy (CCCE) and PG&E. CCCE is the default electricity provider for all communities in San Benito County, including Hollister, as well as for communities in Santa Cruz and Monterey Counties. CCCE provides two electricity choices: 3Choice and 3Prime. 3Choice is a power mix generated mostly by hydroelectric power and partially powered by renewable sources. 3Prime is a 100 percent renewable service. Customers can opt out of CCCE for PG&E electricity service. PG&E electricity is generated by a combination of sources, such as coal-fired power, nuclear power plants, and hydro-electric dams, as well as newer sources of energy,



Photo by Michael Grzan

such as wind turbines and solar farms. Both CCCE and PG&E use PG&E's existing electric grid infrastructure to deliver electricity to its consumers. The City of Hollister is served specifically by the Hollister substation.

Although PG&E has the capacity to provide electricity to existing customers in the city, there are currently delays in connecting new service, and there could also be capacity issues in the future as the General Plan is built out. PG&E is currently in the process of upgrading the Hollister substation by adding new banks that will increase available capacity and a new feeder line will be installed to serve the area in northern Hollister near the airport. Completion of this project will address the current delays in electricity connections. Most of the City of Hollister's future growth can be served by PG&E's transmission system after the substation upgrade. However, depending on the rate of growth in Hollister, projects that are farther from the Hollister substation, such as the very northern and southern edges of town, could experience shortfalls in electrical capacity and some development could experience delays in obtaining new electricity connections.

Renewable energy sources provide clean energy for a city, as opposed to fossil-fuel based energies, which generate significant greenhouse gas (GHG) emissions. Renewable energy technologies are continuously evolving, but current, common technologies include wind, solar photovoltaic (PV), and geothermal wells. Transition to cleaner energy sources will help Hollister reduce GHG emissions citywide and improve resiliency against climate change-related impacts. Hollister is already acting to formally increase local clean energy supply options for residents, businesses, and City operations by participating in the CCCE. The CCCE provider is on track to meet California's renewable energy goal of supplying 33 percent of electricity from renewable resources.

Energy conservation includes such measures as turning off lights and equipment when not needed, planting trees that shade buildings during the summer, and using fuel-efficient vehicles. Reducing demand and wasted energy can be accomplished through residential, commercial, and industrial programs designed to educate the consumer about options for energy conservation, and energy-efficient site and architectural design. Transportation-related measures that lead to energy conservation might include urban design and land use patterns that reduce trip lengths, thereby reducing fossil fuel consumption.

The California Building Code established Title 24 building energy-efficiency standards for new construction (including requirements for entire new buildings, additions, alterations, and in nonresidential buildings, repairs) and energy-efficient appliances. The Title 24 Standards are updated periodically to allow incorporation of new energy-efficiency technologies and methods.

### 5.1.5 SOLID WASTE

The San Benito County Integrated Waste Management (SBCIWM) Regional Agency coordinates recycling and garbage services for all of San Benito County, including Hollister's Planning Area. The SBCIWM Regional Agency is contracted with Recology, a private company, to provide weekly collection of garbage, recyclables, and organic/compost for commercial and residential customers. Recyclable waste is delivered to the Monterey Regional Waste Management District in Marina, which has a Materials Recovery Facility where recyclables are sorted and shipped to different markets for processing. Organic waste is transported to the South Valley Organics composting facility off Highway 152 near Gilroy where it is composted, and the finished product is marketed as landscape compost. Solid waste collected by the SBCIWM Regional Agency is delivered to 13 landfills with the majority of the solid waste delivered to John Smith Road Landfill or the Billy Wright Landfill.

Reducing waste in the first place, along with repairing and/or reusing materials, are important strategies for overall sustainability in terms of preserving our natural resources and reducing the release of GHG emissions from solid waste. The California Integrated Waste Management Act requires cities and counties to adopt and implement waste diversion programs for source reduction, recycling, and composting, and requires that each county adopt a Countywide Integrated Waste Management Plan. In 2016, Senate Bill 1383 set statewide targets to reduce organic waste disposal and associated methane emissions by requiring organic waste collection services and that some food service businesses donate leftover edible food, among other regulations and programs.

### 5.1.6 PARKS AND RECREATION

In the Hollister Planning Area, there are both open space and parks, which provide differing benefits. Open space refers to space managed for resource conservation, hazard reduction, and scenic value, while parks refer to land that has been improved in such a way to support active recreation. Typical park improvements include sports fields, playgrounds, picnic areas, tennis courts, running tracks, recreation centers, and basketball courts. Larger parks support programmed services, such as classes, swimming and tennis lessons, activities for children and seniors, and league sports. The Parks and Recreation Division provides landscape maintenance of all parks and recreational facilities, as well as over 9,000 street trees, all public medians, City buildings, and greenways. Aside from landscape maintenance, general maintenance of these facilities is provided by the Buildings and Grounds Division of the Community



Photo by Jenny Kner

The City of Hollister, Recreation Department, is one of several park service providers in the Planning Area. Other service providers include the County of San Benito, the Hollister School District, and the San Benito High School District. Public park services are supplemented by private facilities, such as swim and fitness clubs and the YMCA. Private golf courses and swimming and tennis facilities are in surrounding unincorporated land south of Hollister.



Photo by David Mirrione

The City of Hollister has approximately 80 acres of park land. All other parks and recreational facilities in the City Limits are owned by school districts, the County, or private developers, including school district-owned recreational areas and the County-owned Veterans Memorial Park. These facilities are not included in the park land total but contribute many acres of park land for community use.

Two additional neighborhood and pocket parks are outside the City Limits but in the Planning Area: Quail Hollow Park and Oak Creek Park. Both are south of the city and are privately owned. However, both parks are open to the public. Maintenance is provided by the County through County Service Areas.



Photo by Jenny Knerr

The proposed San Benito River Parkway sits immediately adjacent to the City's Water Reclamation Recreational Facility. The San Benito River Parkway is a planned 20-mile contiguous parkway along the San Benito River and a segment of Tres Pinos Creek. The parkway will provide opportunities for nature education, bird watching, hiking, biking, and horseback riding in addition to a multiuse trail and a regional park.

The City has established a goal of 5 acres of park land per 1,000 residents. The 2018 park land ratio of the Hollister Planning Area is 3.5 acres per 1,000 residents, including the acreage from joint-use parks, as adopted in the Hollister Park Facility Master Plan. This means that currently, the City of Hollister is not meeting its park land ratio goal. To reach this goal, the Hollister Park Facility Master Plan recommends increasing in-lieu fees to finance the construction of new parks.

#### 5.1.7 FIRE AND POLICE SERVICES

Fire protection in the Hollister Planning Area is provided by the Hollister Fire Department (HFD). Preventing and extinguishing structural fires, protecting life and property safety, and reducing fire losses is an essential part of HFD's mission. HFD has two automatic-aid agreements with the South Santa Clara County Fire District and Aromas Tri-County Fire District. The South Santa Clara County Fire District contracts with Santa Clara County Fire for service and the Aromas Tri-County Fire District contracts with the California Department of Forestry and Fire Protection (CAL FIRE) for service. Both automatic-aid agreements encompass reciprocal responses with each



Photos by David Mirrione

agency. Agencies in California must provide mutual-aid assistance to each other when requested and available. This agreement increases aid during fire emergencies across the county.

There are three HFD stations within City Limits, one of which is a temporary station that needs replacement, and one fire station in the San Juan Bautista City Limits. HFD anticipates the need to develop a minimum of two additional fire stations in the county to meet growing population demand in the areas surrounding Hollister. The department anticipates one of the stations to be near the San Juan Oaks Golf Course southwest of the Hollister Planning Area and one station approximately five miles south of the Hollister City Limits.

Police services in the Planning Area are provided by the Hollister Police Department (HPD), the San Benito County Sheriff's Office, and the California Highway Patrol. The HPD has primary responsibility for areas in the City Limits. The San Benito County Sheriff's Office provides services to unincorporated areas in the Planning Area and the California Highway Patrol provides traffic enforcement on state and local freeways. Mutual-aid agreements between these agencies allow for joint responses to emergency situations that warrant additional personnel.

#### 5.1.8 PUBLIC SCHOOLS

The Planning Area is served by four school districts: the Hollister School District, Southside Elementary School District, North Joint Union Elementary School District, and the San Benito High School District. The Hollister School District, for students in grades K through 8, also serves unincorporated areas of San Benito County surrounding the City Limits. San Benito High School District, for students in grades 9 through 12, is the high school district for both the city and most of unincorporated San Benito County. Both Southside Elementary School District and North Joint Union Elementary School District are single-school elementary school districts in unincorporated San Benito County but within the Planning Area.

Gavilan College operates a satellite campus in downtown Hollister. The college provides post-secondary educational opportunities for Hollister residents and students from other areas. Gavilan College has goals to expand services and build a permanent educational center in Hollister long-term and is currently in the process of planning a new campus at the intersection of Highway 25 and Fairview Road.



Photos by David Mirrione



Photo by the Hollister Police Department



Photo by PlaceWorks

### 5.1.9 LIBRARY SERVICES

The San Benito County Free Library in downtown Hollister is the only library in the county. The San Benito County Free Library provides library services to the Hollister community through its library facilities, e-library services, and a bookmobile. The bookmobile travels throughout the county to supply unincorporated areas with direct access to library resources.

## 5.2 COMMUNITY SERVICES AND FACILITIES ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to community services and facilities in the City of Hollister.

### 5.2.1 SERVICES AND INFRASTRUCTURE PLANNING

**GOAL CSF-1** Provide an adequate level and maintenance of public services and facilities to ensure the continued health, education, welfare, and safety of all residents and businesses.

#### POLICIES

**Policy CSF-1.1** **New Development Requirements for Public Services.** Ensure that future growth does not create demands that exceed the capabilities and capacity of local public services, including police and fire services, by requiring new development applications to identify the impacts that the proposed development would have on the provision of public services. Approve only development applications that can mitigate impacts or contribute a proportional fair share so that local public services can be maintained at an acceptable level.

**Policy CSF-1.2** **Coordination of Facilities and Services Planning.** Cooperate and coordinate with the County of San Benito, Local Agency Formation Commission (LAFCO), and other local agencies in the provision of infrastructure and services in the Hollister Planning Area.

**Policy CSF-1.3** **Infrastructure Planning.** Require the preparation of a specific plan, financing plan, development agreement, creation of a Communities Facilities District, or another similar document or



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Photo by David Mirrione

financing vehicle, as a pre-condition to annexation or redesignations of land for new urban use.

The plans shall identify means to ensure adequate funding to support construction of all needed public facilities, including water, sewer, storm drainage, roads, sidewalks, parks, and school facilities.

**Policy CSF-1.4** **Development Review Criteria for Public Services.** Prior to granting approval, evaluate each new development in terms of the following criteria:

1. The project shall share a common border with a property that has already been developed.
2. The project shall be adequately served by infrastructure (e.g., water, sewer, streets, schools, parks), which is already in place or mitigated.
3. The project shall be within the existing service areas of local service providers (i.e., fire protection, police protection, solid waste disposal, schools), and not result in a reduction in their current capabilities.
4. The project shall have adequate water supply of sufficient quantity and quality.
5. There shall be adequate sanitary sewer capacity and treatment capability that can be provided to serve the proposed project.
6. There shall be adequate fire protection for the proposed project.
7. There shall be adequate police protection for the proposed project.
8. The proposed project shall result in no impact on local parks and recreational facilities, or the applicant will provide the resources required to mitigate the impacts associated with the proposed development.
9. There shall be an adequate level of solid waste collection services and disposal capacity to serve the proposed project.



Photo by Michael Grzan



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Photo by David Mirrione

10. There shall be an appropriate level of utility services (gas, electric, and telephone) to serve the proposed project.
11. The project applicant shall finance the full costs associated with any drainage improvements necessary to accommodate peak flows from the proposed project.
12. The proposed project shall not make a significant contribution to the emission of regional air pollutants.
13. There shall be adequate elementary, middle, and high schools to serve the proposed project.

**Policy CSF-1.5** **Utility Provider Coordination.** Coordinate land use planning activities with the Pacific Gas and Electric Company (PG&E), County of San Benito, internet, and other utility providers to ensure that utility systems are available for new development and are installed to meet the needs of new residents. Promote the availability and adequate delivery of reliable, modern, and competitively priced utilities necessary for businesses to prosper.

**Policy CSF-1.6** **Development Fees.** Review the existing development fee structure, including the infrastructure connection fees, every two years and restructure as needed.

**Policy CSF-1.7** **Capital Improvements Maintenance and Replacement.** Ensure that the City's Capital Improvement Program is coordinated with responsible districts and agencies and provides for ongoing, preventative maintenance of infrastructure facilities and the replacement of City equipment.

**Policy CSF-1.8** **Capital Improvements Program.** Conduct reviews of the Capital Improvements Program (CIP) at least every five years and add budget for transportation, infrastructure, and public facility improvements as funding sources are identified.

**Policy CSF-1.9** **Telecommunications and Technology.** Ensure that residents, schools, businesses, and organizations have access to reliable, modern, and cost-effective telecommunications.



Photo by Hollister Parks and Recreation Staff

## ACTIONS

- Action CSF-1.1 Information Technology Plan.** Develop and adopt an Information Technology Plan to guide investment in the City's hardware and software.
- Action CSF-1.2 Public Facilities Impact Fee.** Regularly review the public facilities impact fee to ensure development funds its fair share of new community and public facilities, including public safety facilities, required to serve new residents and employees in Hollister.

## 5.2.2 WATER SUPPLY AND WASTEWATER

**GOAL CSF-2** Plan for adequate water and sewer facilities.

## POLICIES

- Policy CSF-2.1 Sewer and Water Facility Coordination.** Coordinate with responsible districts and agencies to ensure that sewer and water facility expansion and/or improvements meet federal and State standards and occur in a timely manner.
- Policy CSF-2.2 Development Areas.** Encourage development in those portions of the Hollister Sphere of Influence that are already served by the local water supply and wastewater systems or to which water supply and wastewater systems can reasonably be extended.
- Policy CSF-2.3 Costs of New Development.** Ensure that the cost of providing sewer and water service to new development proposed outside of existing service areas should be borne solely by those proposing the development, thus eliminating any financial burden to existing customers for any required expansion of the sewer and water system network to serve such development.
- Policy CSF-2.4 Water Supply Management.** Manage the water supply in a way that is environmentally and economically sustainable by working with local, regional, and statewide agencies to establish policies that promote water-use efficiency programs, including recycled water programs, to support the expanded use of recycled water in Hollister.



Photo by Michael Grzan

- Policy CSF-2.5** **Provision of Water Service to New Development.** Require developers who will require water service for their projects to apply to the City of Hollister for service.
- Policy CSF-2.6** **Water Conservation Measures.** Require water-conserving practices and features, including water-efficient fixtures, in all new construction, in accordance with State law.
- Policy CSF-2.7** **Use of Recycled Water.** Increase the use of recycled water in development projects and landscaping and implement best practices (e.g., dual plumbing) to expand recycled water use when safe, practical, and available.
- Policy CSF-2.8** **Water Resources Association of San Benito County Coordination.** Coordinate with the Water Resources Association of San Benito County to identify and implement countywide strategies to conserve water.
- Policy CSF-2.9** **Water Conservation Education.** Educate the community about the challenges to the water supply system and the need for responsible water management.
- Policy CSF-2.10** **Water and Sewer Connections in City Limits.** Require all development that will use City water and wastewater services to be in the City Limits, with the exception of a public health or safety threat, in accordance with State law.
- Policy CSF-2.11** **Identification of Opportunities for Water Recycling.** Support the extension of recycled water distribution infrastructure and identify opportunities for the use of recycled water where available.
- Policy CSF-2.12** **Urban Water Management Plans.** Ensure that updates to the Urban Water Management Plan maximize water conservation and reuse to fulfill the City's water supply needs. Consider projected water supplies in updated Urban Water Management Plans as part of each Major Review of the 2040 General Plan.

**Policy CSF-2.13 Sewer Collection System Deficiencies.** Prioritize implementation of the recommendations from the Sanitary Sewer Collection System Master Plan to address the deficiencies identified in the plan and ensure that the sewer system meets the City's performance standards for existing and future population wastewater flows.

**Policy CSF-2.14 Wastewater Flow Rates.** Monitor wastewater flow rates to the City's wastewater treatment plant on a regular basis to document available treatment capacity.

**Policy CSF-2.15 Wastewater Flow Monitoring.** Do not allow new development in Hollister if such development would generate wastewater flows that exceed 90 percent of the wastewater treatment plant's National Pollutant Discharge Elimination System (NPDES) permit requirements or its capacity.

**Policy CSF-2.16 Development Outside of the Airport or Santa Ana Sewer Systems.** Require those proposing development outside of the service areas of the airport or Santa Ana sewer systems to develop plans for, finance, and install the sewer facilities required to serve the proposed development.

#### ACTIONS

**Action CSF-2.1 Water-Efficiency Strategies.** Adopt citywide policies that encourage or require new and existing development to incorporate measures to reduce potable water demand and/or increase water efficiency.

**Action CSF-2.2 Sunnyslope County Water District Coordination.** In cooperation with the Sunnyslope County Water District, develop implementation plans to:

1. Phase the construction of additional water storage reservoirs to match increases in local water demand.
2. Add new wells in accordance with current capital improvement plans to ensure adequate safe pumping supply to meet peak-day demand for water.

- Action CSF-2.3 Water Resource Data Sharing.** Exchange water resources data with the Sunnyslope County Water District to allow for responsible decisions regarding water supply development and land use planning.
- Action CSF-2.4 Requirements for Water Conservation in New Development.** Identify, evaluate, and establish requirements for project developers to reduce water usage, such as installing water-efficient fixtures, planting drought-tolerant landscaping, including dual water lines for residential projects (one for clear water and the other for the recirculation of graywater), and limiting golf course irrigation (if applicable) to conserve water and prevent further groundwater drawdown.
- Action CSF-2.5 Hollister Urban Water and Wastewater Master Plans.** Update the Urban Water and Wastewater Master Plans to be consistent with the population, employment, and other growth projections of this General Plan, in compliance with State law requirements for future water supplies.
- Action CSF-2.6 Data on Sewer and Water System Capacity.** Establish the extent and capacity of the existing water supply systems and the wastewater collection, treatment, and disposal system, and update this information on a regular basis in coordination with the Sunnyslope County Water District and San Benito County Water District. This information is to be used by the Planning Commission and the City Council to evaluate the impacts on sanitary sewerage facilities, which would result from proposed development.
- Action CSF-2.7 Landscape Water Conservation Education Program.** Continue to work with the San Benito County Water Resources Association to educate property managers, homeowners, and designers about water-conserving landscaping and water-recycling best practices.
- Action CSF-2.8 Recycled Water Incentives.** Develop incentives to encourage the use of recycled water.

**Action CSF-2.9 Wastewater Treatment Plan Improvements Study.** Begin studies immediately to develop a plan for phased improvements to the wastewater treatment plant, including documentation of project costs for each phase. Coordinate planned improvements to increase the plant capacity with the Central Coast Regional Water Quality Control Board.

**Action CSF-2.10 Wastewater Treatment Plan Funding Plan.** Develop and implement a funding plan for future wastewater treatment plant improvements, with a primary emphasis on funding from new wastewater plant connections as they occur.

**Action CSF-2.11 Sewer Connection Fee Study.** Conduct a study to evaluate the cost of the sewer connection fees for new development and the monthly wastewater collection fees for existing customers to ensure that the costs of the wastewater treatment plant upgrades needed to accommodate future development can be met through the Capital Improvements Program.

**Action CSF-2.12 Wastewater Treatment Plan Expansion.** Implement plans to expand the wastewater treatment plant when monitored flows reach 80 percent of the plant's NPDES permit requirements or its capacity.

### 5.2.3 STORMWATER DRAINAGE

**GOAL CSF-3** Provide adequate stormwater facilities.

#### POLICIES

**Policy CSF-3.1 Adequate Drainage Facilities.** Require project developers to provide adequate storm drains for stormwater runoff. Proposed development projects must include adequate provisions to accommodate peak flows, shall not significantly impact downstream lands, and shall avoid impacts on riparian vegetation.

**Policy CSF-3.2 Stormwater Capture.** Encourage stormwater capture and encourage, when feasible and cost-effective, on-site rainwater catchment for new and existing development.



Photo by PlaceWorks

## ACTIONS



Photo by Michael Grzan

**Action CSF-3.1 Identification of Drainage System Improvements.** Establish a program for drainage system improvements that would include, but not be limited to, the following:

1. Continual monitoring of areas with insufficient drainage and implementation of any necessary improvements.
2. Construction of new system improvements to improve storm drainage performance.
3. Evaluation of stormwater volumes when replacing undersized or otherwise inadequate lines with larger or parallel lines.
4. Establishing development guidelines to protect areas that are particularly susceptible to erosion and sediment loss.
5. Compliance with the NPDES requirements.

**Action CSF-3.2 Drainage Channels and Culverts.** Create a program to inspect all active drainage channels and culverts associated with subdivisions and large-scale developments for accumulated sediment during construction, post-construction, and on an ongoing basis. If the inspections indicate that sediment accumulation has occurred, then these drainage structures should be cleared of debris and sediment.

## 5.2.4 ENERGY

**GOAL CSF-4** Promote the development of a clean energy supply, and use of energy-efficient technology that benefits all members of the community.

## POLICIES

**Policy CSF-4.1 Resource Efficiency in Site Development.** Encourage site planning and development practices that reduce energy demand and incorporate resource- and energy-efficient infrastructure.

**Policy CSF-4.2 Resource-Efficient Building Design.** Promote and encourage residents and businesses to be resource and energy efficient by creating incentives and removing obstacles to promote their use. Require those proposing new development to incorporate

energy conservation measures in the design and construction of all proposed residential, commercial, industrial, and public buildings. This would include:

- Shading of parking lots and summertime shading of south-facing windows.
- Requiring those proposing new development to design all proposed commercial, office, and industrial structures with high-efficiency heating-ventilation-air conditioning (HVAC) systems for maximum energy efficiency.
- Requiring those proposing new development to design all window systems to reduce thermal gain during warm weather and heat loss during cool weather.
- Encouraging the use of domestic solar energy.

**Policy CSF-4.3** **Energy Efficiency in Government.** Promote and serve as an effective leader in implementing conservation practices and incorporating resource-efficient alternatives in government facilities and services.

**Policy CSF-4.4** **Title 24 Requirements.** Require new development projects to meet or exceed Title 24 energy conservation requirements, and, where possible, require structural and landscaping design to make use of natural heating and cooling. Encourage the use of solar and alternative energy technologies to meet or exceed Title 24 requirements.

**Policy CSF-4.5** **LEED Program.** Encourage developers to use Leadership in Energy and Environmental Design standards.

**Policy CSF-4.6** **Solar Design.** Promote the use of solar energy and develop design standards relating to solar orientation, including landscaping, and appropriate impervious surfaces.

**Policy CSF-4.7** **Distributed Energy Systems.** Encourage the development of distributed energy systems for new construction, such as rooftop solar panels, customer-owned battery backup systems, fuel cell technologies, backup generators, and combined heat and power systems.

- Policy CSF-4.8** **Building Energy Load Reduction.** Reduce the energy load per building by using energy-saving techniques, such as upgrading insulation, reducing electricity loads from lighting and appliances, and revising building design guidelines.
- Policy CSF-4.9** **Microgrids.** Encourage the development of microgrids for large-scale development projects, such as college campuses, hospital complexes, business centers, and large industrial land uses.
- Policy CSF-4.10** **Battery Energy Storage Systems.** Encourage the installation of battery energy storage systems (BESS) for commercial and industrial users to meet short-term peak power needs.
- Policy CSF-4.11** **Reach Codes.** Consider the implementation of reach codes for the City, which are local building energy codes that go beyond the minimum requirements of the California Building Code.
- Policy CSF-4.12** **On-site Renewable Energy Sources.** Require the installation of on-site renewable energy sources, such as solar photovoltaic, for new commercial and office buildings greater than 45,000 square feet and new industrial buildings greater than 99,000 square feet.
- Policy CSF-4.13** **Energy Providers Assistance.** Obtain the assistance of the Pacific Gas and Electric Company and Central Coast Community Energy in reviewing proposals for commercial buildings and major subdivisions of more than 25 units during the design and approval process to ensure the incorporation of energy-efficiency recommendations into the plans.
- Policy CSF-4.14** **PG&E Coordination on Energy Technology.** Coordinate with Pacific Gas and Electric Company in the development of smart grid technology, demand management programs, and battery storage systems.
- Policy CSF-4.15** **PG&E Coordination on Future Growth Projections.** Keep PG&E informed of projected growth rates and electricity usage in Hollister to assist in PG&E's five-year electricity demand forecasts.

**Policy CSF-4.16 Peak Energy Demand Calculations.** Require large-scale projects that require preparation of an Environmental Impact Report to calculate peak electricity demands and apply early in the planning process to PG&E for proposed electricity connections so that PG&E can determine capacity to serve the project.

#### ACTIONS

**Action CSF-4.1 Backup Energy.** Evaluate backup energy provisions for critical City facilities and upgrade as needed. Encourage the use of alternatives, such as fuel cell and solar generator backups, to the sustained use of gasoline-powered generators.

**Action CSF-4.2 “Green” Building Standards.** Adopt a “Green Building Program” to encourage the use of green building materials and energy conservation. Provide a resource list of local suppliers and builders that promote green building materials and practices.

**Action CSF-4.3 Green Building Grant Funding.** Monitor available grant funding sources and apply for grant funding that will assist with the implementation of green building and green energy policies and actions.

**Action CSF-4.4 Energy Conservation Programs.** Provide public information on alternative energy technologies for residential developers, contractors, and property owners. Publicize energy conservation programs and weatherization services that are available to provide subsidized or at-cost inspection and corrective action by making information available through websites and newsletters.

#### 5.2.5 SOLID WASTE

**GOAL CSF-5** Ensure adequate and sustainable solid waste management that meets the existing and future needs of the city and reduces disposable waste over time.

#### POLICIES

**Policy CSF-5.1 Solid Waste Management.** Coordinate with the County of San Benito in addressing solid waste management and landfill capacity needs consistent with this General Plan.

- Policy CSF-5.2** **Waste Reduction and Recycling.** Comply with State laws to promote recycling and divert recyclable materials from the landfill, such as encouraging businesses to recycle building and other materials; promoting composting by restaurants, institutions, and residents; and supporting programs to promote recycling. Encourage residential, commercial, and industrial customers to evaluate and reduce their waste streams and to participate in waste exchanges and used goods resale programs.
- Policy CSF-5.3** **Zero-Waste Legislation.** Support zero-waste legislation locally, regionally, and statewide.
- Policy CSF-5.4** **Green Jobs.** Support the development of green jobs through investment in zero-waste programs and infrastructure.
- Policy CSF-5.5** **Litter and Illegal Dumping.** Reduce litter and illegal dumping in Hollister.

Actions

- Action CSF-5.1** **Identification of Recycling Program Opportunities.** Create a formal recycled product procurement program for the City and work with local industry and commercial enterprises to encourage the purchase and use of recycled materials where possible.
- Action CSF-5.2** **Zero-Waste Goal.** Prepare a zero-waste strategic plan to maximize solid waste diversion community-wide.
- Action CSF-5.3** **Reusable Foodware Ordinance.** Develop and adopt a Reusable Foodware Ordinance that requires the use of reusable foodware when dining on-site at restaurants and the use of compostable or recyclable foodware containers for carryout orders.
- Action CSF-5.4** **Solid Waste Reduction Programs.** Adopt and implement programs that reduce the amount of materials entering the solid waste stream.

## 5.2.6 PARKS AND RECREATION

**GOAL CSF-6** Provide high-quality neighborhood and community parks to meet the recreational, open space, leisure, and play needs of existing and future residents.

### POLICIES

**Policy CSF-6.1** **Parks and Recreational Facilities Standard.** Provide five acres of developed parks and recreational facilities for every 1,000 residents in the City Limits to improve the 2018 service ratio of 3.5 acres of park space per 1,000 people. New residential or mixed-use developments containing a residential component shall be required to provide park land, or pay in-lieu fees, in this ratio, as directed by the City. Private parks and open space that is counted toward the City's park requirement shall be publicly accessible.



Photo by Jaquelyn Scimeca

**Policy CSF-6.2** **Access to Parks and Recreation Facilities.** Ensure an equitable distribution of open space, parks, and recreational facilities throughout the city. Strive to improve, operate, maintain, and rehabilitate existing parks, facilities, and other public amenities.



Photo by Jenny Knerr

**Policy CSF-6.3** **Hollister Parks Facility Master Plan.** Prioritize the implementation of the recommendations from the 2018 Hollister Parks Facility Master Plan.

**Policy CSF-6.4** **Park Design and Review Process.** Design all new parks to follow the best practices outlined in the Hollister Parks Facility Master Plan. Require all new park and recreation facilities to receive a recommendation from the Parks Commission prior to approval.

**Policy CSF-6.5** **High-Quality Facilities and Recreational Programs.** Promote and provide high-quality facilities and recreation programs to meet the recreational and cultural needs and desires of existing and future residents of all groups, ethnicities, and income levels.

**Policy CSF-6.6** **Public Information Campaigns.** Collaborate with schools, governmental agencies, and community organizations to expand existing programs and establish new outreach campaigns to promote physical activity and nutritious meals.

**Policy CSF-6.7** **Park Access.** Work with local community-based organizations to expand and increase park access throughout the city.

ACTIONS

**Action CSF-6.1** **Park and Recreational Standard Plan.** Develop and implement a plan to achieve the City's standard of providing five acres of developed parks and recreational facilities for every 1,000 residents in the City Limits.

**Action CSF-6.2** **Trail Master Plan.** Develop and adopt a Trail Master Plan for the city that includes a gap analysis of existing parks, trails, and open spaces. Future improvements identified in the trail master plan shall prioritize access and equity.

**Action CSF-6.3** **Vista Park Hill Master Plan.** Implement the Vista Park Hill Master Plan and work to achieve the seven goals outlined in the plan.

**Action CSF-6.4** **Park Grant Funding.** Pursue grant funding to improve existing parks and develop new City parks.

**Action CSF-6.5** **All-Abilities Playground.** Develop and adopt a plan to create an all-abilities playground.

**Action CSF-6.6** **Community Engagement on Park Improvements.** Hold meetings with the community at the outset of planning for new parks or park improvements.

**Action CSF-6.7** **Developer-Provided Parks.** Establish incentives to encourage developers to build parks beyond City requirements.

### 5.2.7 FIRE AND POLICE SERVICES

**GOAL CSF-7** Provide adequate fire and police services to serve existing and new development.

#### POLICIES

**Policy CSF-7.1** **Police Services.** Ensure that development in the Hollister Planning Area does not exceed the capability of the Hollister Police Department and the San Benito County Sheriff's Department to provide an adequate level of police protection.



Photo by the Hollister Police Department

**Policy CSF-7.2** **Fire Safety.** Ensure that development in the Hollister Planning Area does not exceed the capability of the Hollister Fire Department and the San Benito County Fire Department to provide an adequate level of fire protection.

**Policy CSF-7.3** **Fire Protection Mitigation.** Require individual project developers to negotiate with the Hollister Fire Department to determine additional mitigation for proposed projects prior to the issuance of building permits. Such mitigation may include the payment of impact fees, the development of new fire protection facilities, and/or the provision of firefighting equipment.



Photo by the Hollister Police Department

**Policy CSF-7.4** **Fire and Police Project Review.** Ensure that the responsible fire protection agency and law enforcement agency reviews all development proposals in the Hollister Planning Area to ensure that the project provides adequate fire protection and addresses crime prevention concerns.

#### ACTIONS

**Action CSF-7.1** **Public Service Master Plans.** Require City departments to update their public service master plans in conformance with the amount and type of development specified in this General Plan to ensure that the City maintains an adequate number of public safety workers, including police officers and firefighters.



Photo by the Hollister Police Department



Photo by Jenny Knerr



Photo by Hollister Parks and Recreation Staff



Photo by David Mirrione

**Action CSF-7.2** **Facilities for Fire and Police Services.** Create a plan for new police and fire facilities, including identification of opportunities for shared use of facilities by the Police and Fire Departments.

**Action CSF-7.3** **Fire Protection Master Plan Update.** Update the City's Fire Protection Master Plan. Include consideration of a fire protection expansion plan to fund and operate additional fire stations in the city, including the airport area and the southeastern section of the Hollister Planning Area. As part of this update and in coordination with the County of San Benito and/or CAL FIRE, investigate fire and emergency service consolidation as a means of expanding and improving service in the Hollister Planning Area.

## 5.2.8 PUBLIC SCHOOLS

**GOAL CSF-8** Support high-quality education for Hollister's students.

### POLICIES

**Policy CSF-8.1** **New School Funding Incentives.** Consider incentives, such as density bonuses and waiver or reductions of development standards, when a proposed project voluntarily provides school fee contributions beyond their fair share for new school facilities.

**Policy CSF-8.2** **Coordination with School Districts.** Encourage joint planning with local school districts in determining the location of educational facilities.

**Policy CSF-8.3** **School Development Impact Fees.** Require all new development to mitigate its fair share of the impact of such development on school facilities to the maximum extent permitted under State law.

**Policy CSF-8.4** **Community Use of School Facilities.** Collaborate with schools to enter into joint-use agreements to provide access to school facilities for neighborhood, community, and recreational activities.

**Policy CSF-8.5** **Construction of a Second High School.** Support the San Benito High School District's efforts to construct a new high school.

## 5.2.9 LIBRARY SERVICES

**GOAL CSF-9** Support the provision of library services to meet the informational and educational needs of Hollister.

### POLICIES

**Policy CSF-9.1** **County Partnership.** Partner with the San Benito County Free Library to maximize public use of libraries for community cultural and educational events and classes, particularly to support youth, seniors, job training, adult education, technology, literacy, and English as a second language.

### ACTIONS

**Action CSF-9.1** **Library Service Expansion Study.** Conduct a study to investigate the needs and funding mechanisms to expand library services in the Hollister Planning Area.



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# 6. ECONOMIC DEVELOPMENT ELEMENT

# 6

*This Economic Development Element supports the prosperity of the local economy by establishing policies to attract and expand businesses across multiple sectors, increase the quality and quantity of job opportunities for local residents, as well as capturing additional resident and tourist spending in Hollister. This section presents goals, policies, and actions for the following topics:*

- 6.2.1 Overall Economic Development
- 6.2.2 Retail Leakage
- 6.2.3 Job Creation
- 6.2.4 Tourism
- 6.2.5 Industrial Uses
- 6.2.6 Airport

## 6.1 BACKGROUND INFORMATION

### 6.1.1 RETAIL LEAKAGE

The City of Hollister currently experiences an estimated \$26 million in retail leakage on an annual basis. Retail leakage is spending by Hollister residents that occurs outside of the City Limits. This amounts to roughly \$700 per capita of annual spending by Hollister residents outside of Hollister. By comparison, the Association of Monterey Bay Area Governments (AMBAG) region experiences just \$30 in retail leakage per capita on an annual basis. According to local stakeholders, this retail leakage is driven by several factors, including the significant amount of commuting by Hollister residents to workplaces outside of the city. On their commute, residents have several retail destination options before reaching Hollister that capture a significant amount of their spending. Another potential reason for the retail leakage is the gaps in the City of Hollister’s existing retail offerings. More specifically, the 2020 Market Demand Analysis found significant retail leakages in clothing and clothing accessory stores, general merchandise stores, and home furnishing stores. This indicates areas of potential shortages in the local retail inventory that are forcing residents to spend money outside of the City Limits.



Photo by PlaceWorks

The General Plan's Land Use Plan Map (Figure LU-2) is designed to provide a high level of flexibility for future commercial development projects. Many land use categories, such as Mixed Use and Home Office, allow a range of commercial projects to develop throughout Hollister without mandating specific uses so that individual projects are free to meet the market demand of the city and its unique neighborhoods at the time of development.

In addition to this flexibility, the General Plan identifies prime locations for new retail development to occur. By distributing different types of retail development opportunities throughout Hollister, the General Plan seeks to promote accessible and diverse retail districts that complement, rather than compete with, each other.

The five retail land use designations in this General Plan are Mixed Use, Downtown Commercial and Mixed Use, West Gateway, North Gateway Commercial, and General Commercial.



Photo by Michael Grzan

### 6.1.2 JOB CREATION

According to 2019 AMBAG data, nearly 14,000 total jobs are within the City of Hollister. An estimated 32 percent of these jobs are in service industries, primarily driven by local demand for services, including healthcare, real estate, and financial services. Another 27 percent of the existing employment is driven by the public sector, including local, state, and federal employment. Nearly 20 percent of Hollister employment is within the industrial sector, including manufacturing, transportation and distribution, and construction firms. Over the past decade, job growth within the region has not kept pace with population and household growth, leading to a significant amount of Hollister residents commuting to the Monterey Bay Area and San Francisco Bay Area for employment. However, Hollister does contain a significant inventory of vacant and underutilized commercial and industrial sites that could accommodate business development and expansion within the city. Expanding development of industrial and commercial land locally can help create job opportunities for Hollister residents.

### 6.1.3 TOURISM

With an estimated 210,000 tourists visiting Pinnacles National Park and Hollister Hills State Vehicular Recreation Area (SVRA) annually, Hollister is well positioned to capture significant tourism spending. The San Benito County region also boasts additional outdoor recreation amenities, arts and cultural venues, vineyards and local wineries, and agricultural-oriented tourist attractions that bring additional visitors to the area.

#### 6.1.4 INDUSTRIAL USES

In 2019, industrial jobs accounted for roughly 20 percent of all jobs within Hollister. Based on input from local businesses and stakeholders, these industrial jobs are typically higher paying than other jobs that require the same level of education. Industrial jobs also require less educational attainment than jobs within the science and technology sector. Historically, Hollister has attracted more price-sensitive manufacturers, given the less expensive industrial real estate and affordability of the local residential market for employees. There is roughly 4 million square feet of industrial space in Hollister, with an additional 850,000 square feet of space already in the development pipeline. In addition to projects in the pipeline, Hollister's inventory of vacant and underutilized industrial sites within the City Limits can accommodate another 8 million square feet of industrial space. This suggests Hollister has the potential to capture additional industrial jobs by supporting expansion of existing businesses and recruiting new businesses in search of industrial space.



Photo by PlaceWorks

#### 6.1.5 AIRPORT

Located in northern Hollister, the Hollister Municipal Airport is a major asset for existing and future economic development within the city. The City of Hollister has invested heavily in upgrades to the runways, storm drainage, and other on-site infrastructure to support aviation and future development. In addition to potential new development on airport property, one unique aspect of the Hollister Municipal Airport is its “through-the-fence” access, which allows privately owned land adjacent to the airport direct access to the airport runways and taxiways. This can be an attractive attribute for nearby properties, according to industrial developers and landowners in northern Hollister.

## 6.2 GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to economic development within the City of Hollister. The goals, policies, and actions are divided into the following categories:

- Overall economic development
- Retail leakage
- Job creation
- Tourism
- Industrial uses
- Airport

## 6.2.1 OVERALL ECONOMIC DEVELOPMENT

### GOAL ED-1 Increase overall economic development in Hollister.

#### POLICIES

**Policy ED-1.1 Economic Development Programs and Strategies.** Make economic development a critical function and focus of City operations.

- Implement economic development programs.
- Assist with business attraction and retention.
- Initiate other economic development strategies.

**Policy ED-1.2 Development Opportunities Marketing.** Provide information and services to potential developers, including catalytic opportunity site pro formas, marketing materials, and early notice of building vacancies.

**Policy ED-1.3 Stakeholder Collaboration.** Collaborate in economic development efforts with regional stakeholders and businesses.

**Policy ED-1.4 Higher Education Collaboration.** Support the expansion of programs at local and regional educational institutions aimed at increasing the expertise of the local workforce.

#### ACTIONS

**Action ED-1.1 Economic Development Staff.** Identify City or grant funding to support dedicated City staff to implement economic development programs.

**Action ED-1.2 Performance Monitoring.** Conduct a study to evaluate the City's economic development performance periodically, and update/adjust policies and actions accordingly.

**Action ED-1.3 Job Training Programs.** Support local educational institutions to develop and expand training programs aimed at increasing the skills and expertise of the local workforce in ways that are relevant to local business needs.

**Action ED-1.4** Existing Businesses. Survey existing businesses in Hollister to better understand their existing operations and needs, as well as potential expansion plans.

**Action ED-1.5** Disaster Recovery. Review policies and procedures related to the repair and reconstruction of buildings and adjustment of business operations in response to natural and human-caused disasters. Create or amend policies as needed.

**Action ED-1.6** Economic Development Work Plan. Report on economic development activities to the City Council annually and provide recommendations for the following year's economic development work plan for the Council's approval.



Photo by PlaceWorks

**GOAL ED-2** Ensure the City has sufficient sites and infrastructure to accommodate business expansion.

#### POLICIES

**Policy ED-2.1** City Infrastructure Maintenance. Maintain and upgrade necessary City infrastructure to support new commercial and industrial development.

**Policy ED-2.2** Business Retention, Attraction, and Expansion. Attract projects that would support business retention and expansion in Hollister.



Photo by Michael Grzan

#### ACTIONS

**Action ED-2.1** Infrastructure Study to Support Businesses. Conduct a study to determine needs, costs, and potential funding mechanisms for upgrades to infrastructure in Hollister to support business attraction and expansion. The study should include:

- Roads
- Sewer
- Water
- Broadband internet
- Electrical service

**Action ED-2.2** **Commercial and Industrial Sites Database.** Create and maintain a database of commercial and industrial sites and buildings that are available to accommodate business growth. The database should ideally include the characteristics of each individual site and target high-opportunity sites for City-led efforts that can help make them shovel ready for development. The database should include:

- Site topography
- Land use designation and zoning
- Existing infrastructure connections
- Environmental remediation/mitigation requirements

## 6.2.2 RETAIL LEAKAGE

**GOAL ED-3** Attract new retail business to Hollister.

### POLICIES

**Policy ED-3.1** **Retail Business Expansion.** Support retail business expansion and attraction through marketing vacant retail spaces and sites throughout the city.

**Policy ED-3.2** **Retail Business Attraction.** Support the attraction of new retail categories/businesses that are desired by Hollister residents.

**Policy ED-3.3** **Retail Development in West Gateway District.** Require the provision of retail space, either within horizontally or vertically integrated mixed-use developments, within the West Gateway District instead of solely residential development in this area to create a more vibrant retail environment in this part of Hollister.

### ACTIONS

**Action ED-3.1** **List of Available Retail Sites.** Create and maintain a list of existing vacant retail land and vacant retail spaces within Hollister through coordination with local property owners and brokers.

**Action ED-3.2** **Vacant Retail Buildings.** Contact the brokers and/or owners of vacant retail sites and buildings to understand the unique characteristics of each site and ownership structure.



Photo by Jaquelyn Scimeca

**Action ED-3.3 Advertisement of Retail Sites.** Advertise vacant retail sites and buildings on the City's website to attract retail developers and businesses.

**Action ED-3.4 Retail Market Studies.** Conduct or commission a study to document new retail facilities desired by Hollister residents and the demographic and economic characteristics required by various retail businesses (e.g., population densities, projected housing growth, household incomes). As part of this study, develop strategies to make Hollister a more appealing location for these businesses.

**Action ED-3.5 Rehabilitation of West Gateway District.** Review policies and regulations pertaining to the West Gateway District to ensure there are no undue barriers to rehabilitation and redevelopment within the area and to prioritize available resources to support infrastructure upgrades necessary to serve desired development.

**GOAL ED-4** Make downtown Hollister the retail, cultural, and social center of the community.

POLICIES

**Policy ED-4.1 Inactive Storefronts in Downtown.** Reduce the number of inactive storefronts within the downtown to improve the pedestrian environment by incentivizing downtown property owners to attract active uses to ground floor spaces.

**Policy ED-4.2 Experiential Retail and Entertainment Opportunities.** Encourage existing buildings and new proposed projects in the downtown to incorporate experiential retail and entertainment opportunities to bolster downtown.

**Policy ED-4.3 Infrastructure Upgrades in Downtown.** Upgrade downtown infrastructure in a planned, orderly fashion to support the rehabilitation and redevelopment of retail and mixed-use buildings within the downtown.

**Policy ED-4.4 Parking Management Strategies.** Support parking management strategies to maintain and improve downtown parking access and convenience.



Photo by PlaceWorks



Photo by PlaceWorks

#### ACTIONS

**Action ED-4.1** **Incentives to Revitalize Downtown.** Establish land use policies and incentive programs to minimize the number of inactive storefronts in downtown and convert those storefronts to active uses.

**Action ED-4.2** **Downtown Building Improvement Program.** Create a City-funded program to help owners improve the condition of existing downtown buildings (e.g., façade improvements, infrastructure upgrades).

**Action ED-4.3** **Downtown Parking Study.** Conduct a study to identify strategies to improve the use of existing downtown parking, evaluate whether additional parking is needed, and determine how and where additional parking could be added if it is needed.

#### 6.2.3 JOB CREATION

**GOAL ED-5** Add more jobs in Hollister.

#### POLICIES

**Policy ED-5.1** **Collaboration with Existing Businesses.** Improve the collaboration between the City and existing Hollister businesses to better understand business needs.

#### ACTIONS

**Action ED-5.1** **Business Attraction Program.** Develop a program to identify potential businesses interested in locating in Hollister, and market the city to them as a business location.

**Action ED-5.2** **Marketing and Branding Materials.** Create marketing materials about Hollister for distribution to businesses, developers, and brokers.

**Action ED-5.3** **Promoting Hollister as a Business Destination.** Attend regional and national conferences to promote Hollister as a destination for business location.

**Action ED-5.4** **Outreach to Existing Businesses.** Conduct outreach to existing businesses, including conducting a survey of existing businesses to understand their current operations and future expansion needs.

**Action ED-5.5** **Regional Business Stakeholder Meetings.** Attend regional business stakeholder organization meetings to understand business trends and needs for expansion.



Photo by PlaceWorks

#### 6.2.4 TOURISM

**GOAL ED-6** Attract more tourists to Hollister.

#### POLICIES

**Policy ED-6.1** **Overnight Accommodations.** Cooperate with private developers to expand the city's lodging inventory and capacity to accommodate overnight visitors.

**Policy ED-6.2** **Brick-and-Mortar Retail.** Attract regional agricultural-related producers (e.g., fresh food, wine producers) to open brick-and-mortar retail establishments in Hollister. Potential City support could include fee waivers or direct City funding to assist with site location and improvements to meet the retailers' unique space requirements.

**Policy ED-6.3** **Collaboration to Support Tourism.** Continue to collaborate with local tourism-oriented entities to increase visitor attraction.

**Policy ED-6.4** **Campgrounds and RV Parks.** Support the development of campgrounds and recreational vehicle (RV) parks within the Planning Area in close proximity to complementary regional recreational amenities, primarily to the south of the City Limits.

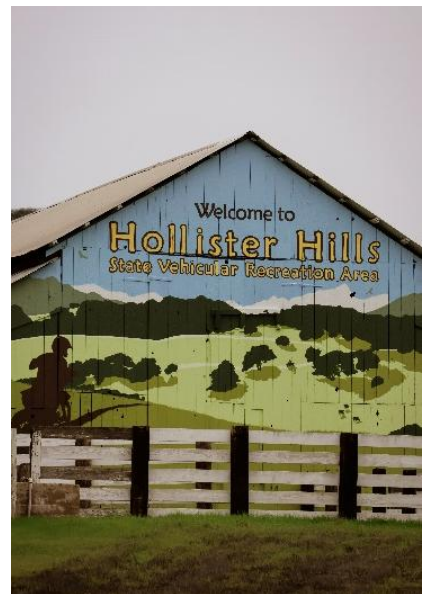


Photo by Placeholder

#### ACTIONS

**Action ED-6.1** **Tourism Signage.** Work with Caltrans to improve signage on the State highways to direct travelers to destinations in Hollister, particularly downtown.

- Action ED-6.2** **Hotel Incentive Policy.** Update the existing hotel incentive policy to help enhance the tourist and travel experience in Hollister by continuing to provide incentives to develop quality hotels and promote the rehabilitation of existing hotels.
- Action ED-6.3** **Establish a Short-Term Rental Policy.** Assess the current demand for short-term rentals and establish a comprehensive short-term rental policy to manage the number of short-term rentals in the city.
- Action ED-6.4** **Branding Strategy.** Develop a branding strategy and unique identity for Hollister, and ensure that new public signage, promotional materials, and the City’s website and social media presence reinforce and market the brand.
- Action ED-6.5** **Public-Private Collaboration to Support Tourism.** Work with local tourism stakeholders to identify gaps and develop strategies for public-private collaboration to close those gaps.
- Action ED-6.6** **Tourism Funding Study.** Conduct a study of the potential for new funding sources to support tourism-related activities. These could include a Transient Occupancy Tax (TOT) increase, sales tax increase, or other General Fund allocations.

#### 6.2.5 INDUSTRIAL USES

**GOAL ED-7** Strengthen existing industrial business clusters and fill industrial business gaps.

#### POLICIES

- Policy ED-7.1** **Manufacturing, Construction, and Agriculture Business Expansion.** Prioritize business expansion efforts around Hollister’s existing strengths in manufacturing, construction, and agriculture-related businesses.

#### ACTIONS

- Action ED-7.1** **Industrial Business Gap Study.** Conduct a study to identify existing gaps within Hollister’s current industrial sector, and work to attract industrial companies in these categories.

**Action ED-7.2 Identification of Underrepresented Industries.** Compile and review California Employment Development Department (EDD) data on employment by industry for San Benito County, and identify industries where the county is underrepresented, to target business attraction efforts.

**GOAL ED-8** Streamline the process for development approvals within Hollister’s industrial and businesses parks.

POLICIES

**Policy ED-8.1 Streamlined Industrial Permitting Process.** Ensure a transparent and streamlined process for approving and permitting industrial development and building occupancy in Hollister.

ACTIONS

**Action ED-8.1 Business Park Master Plan.** Develop a citywide Business Park Master Plan to improve the overall appearance and reputation of the business parks; identify any shortages of land, infrastructure, and/or buildings needed to accommodate a range of industrial/business park tenant types; and establish strategies to address any deficiencies.

**Action ED-8.2 Review of Industrial Development Regulations and Processes.** Review the City’s industrial development permitting regulations and processes and ensure that they are user-friendly and do not create any undue barriers to industrial development.



Photo by PlaceWorks

6.2.6 AIRPORT

**GOAL ED-9** Support new development on airport property and near the airport.

POLICIES

**Policy ED-9.1 Development Incentives for Industrial and Aviation-Related Uses.** Incentivize additional development of industrial and aviation-related uses on the airport property by investing in infrastructure upgrades and considering permit streamlining and fee waivers/deferrals.

ACTIONS

**Action ED-9.1** **Airport Master Plan.** Create an Airport Master Plan that would assess existing facility needs, future land use and zoning, transportation access, infrastructure upgrades, and potential funding mechanisms to support delivery of new industrial and aviation-related business space around the Hollister airport.

**Action ED-9.2** **Airport Development Incentive Study.** Conduct a study to streamline the permitting process and/or offer financial incentives through reduced impact fees or other mechanisms to support new uses at and around the airport.

**GOAL ED-10** Leverage the airport as an amenity for future business expansion.

POLICIES

**Policy ED-10.1** **Advertisement of the Airport.** Market the Hollister Municipal Airport as an amenity to existing and future businesses.

**Policy ED-10.2** **Airport Business Recruitment.** Recruit potential aviation-related companies to locate on or near the airport property.

**Policy ED-10.3** **Aviation-related Business Sector Attraction.** Include aviation-related/airport-dependent businesses in the targeted sectors for business attraction.

ACTIONS

**Action ED-10.1** **Airport Marketing.** Include information about the airport and its key features and amenities on the City's website and in marketing materials used for business recruitment.

# 7. NATURAL RESOURCES AND CONSERVATION ELEMENT

# 7

*This Natural Resources and Conservation Element described natural resources in Hollister today and focuses on policies and actions for the City of Hollister to preserve natural and cultural resources, improve air quality, and reduce greenhouse gas emissions. This section presents goals, policies, and actions for the following topics:*

- 7.2.1 *Biological Resources*
- 7.2.2 *Tribal Cultural Resources*
- 7.2.3 *Air Quality*
- 7.2.4 *Climate Change*
- 7.2.5 *Water Quality and Water Conservation*
- 7.2.6 *Mineral Resources*

## 7.1 HOLLISTER TODAY

### 7.1.1 BIOLOGICAL RESOURCES

Hollister is rich with diverse habitats. While much of the Planning Area has been urbanized as Hollister has grown over the past 150 years, the remaining agricultural lands on the broad alluvial plain of the San Benito River Valley, the riparian woodlands along San Benito River and Santa Ana Creek, and the rolling grasslands and grazing lands to the east and south, are valued resources for Hollister’s wildlife. Protection of sensitive biological resources, and restoration or enhancement of damaged habitats is important for the continued health of Hollister’s natural environment. The Biological and Wetland Resources Background Report,<sup>1</sup> prepared as part of the General Plan 2040 Update process, provides a review of the known resources in the General Plan Planning Area.



Photo by Valera Key

<sup>1</sup> Environmental Collaborative, 2020. *City of Hollister General Plan 2040, Biological and Wetland Resources Background Report.*

Hollister is in the Pajaro River watershed, which covers approximately 1,300 square miles and ultimately flows to Monterey Bay. The watershed spans four counties—San Benito, Santa Clara, Santa Cruz, and Monterey. The Pajaro River is the largest coastal stream between San Francisco Bay and the Salinas River. The watershed's large size contributes to the number of diverse environments, physical features, and land uses in the watershed. Tributaries to the Pajaro River, the largest of which is the San Benito River, serve as the major routes for surface flow and drainage throughout the watershed.

Protection of the creeks and wetlands, and the plants and animals that live in and near them, can be achieved by managing public access along these areas and by minimizing encroachment by new development to only that which is unavoidable. This can be accomplished by preserving buffer areas along creeks and drainage-ways, associated riparian areas, and wetlands. Another way to protect creeks is to improve public access points so that uncontrolled foot traffic does not damage these sensitive habitats.



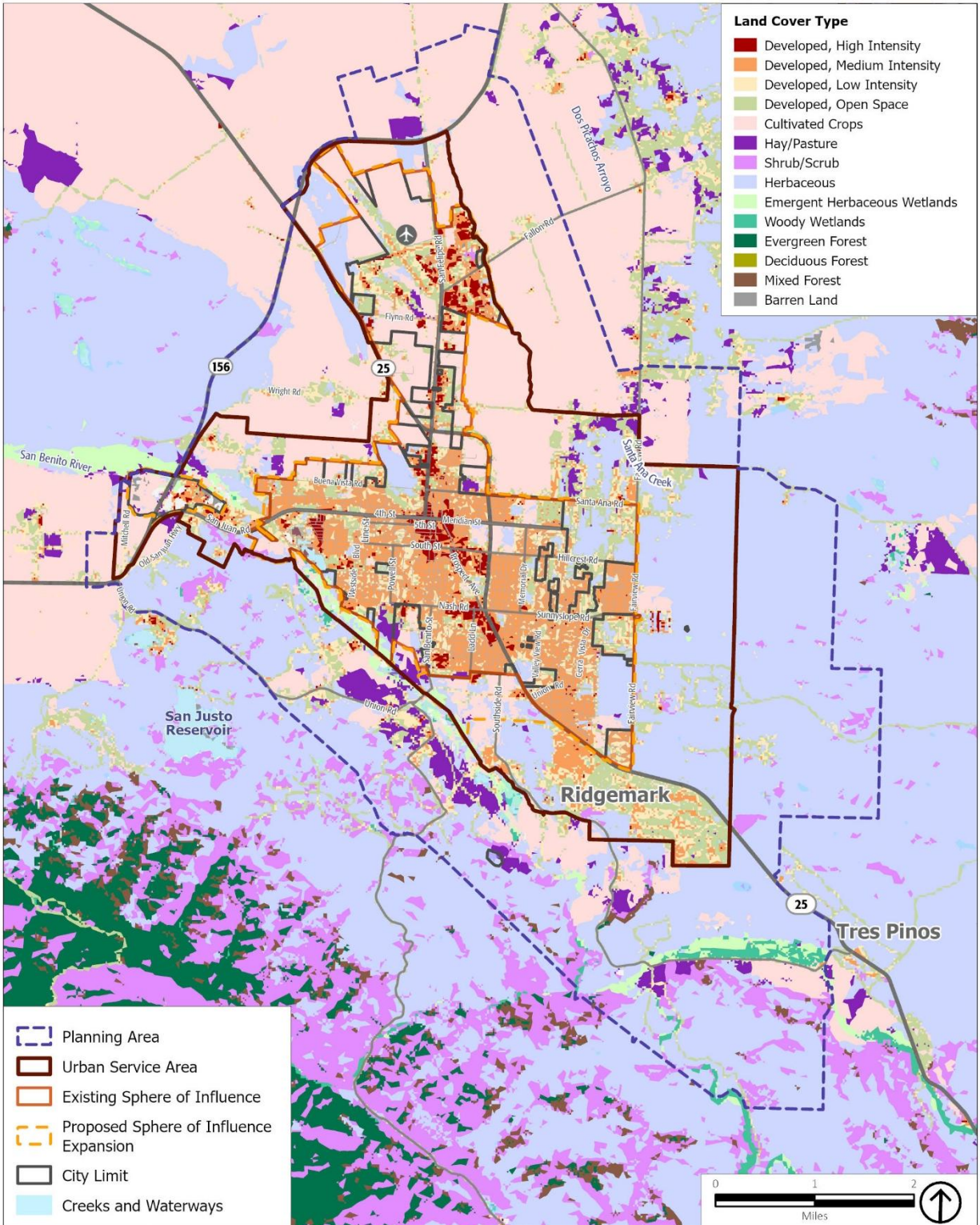
Photo by Jenny Knerr

#### 7.1.1.1 HABITAT TYPES

Vegetation, fish, and wildlife habitat are essential to the community of Hollister. As development pressures grow, the need for preservation of the valuable diversity of species becomes increasingly important. The City recognizes the ecological, scientific, aesthetic, and cultural values of special-status species, as well as their inherent and legal right to exist without undue disturbance. Protection of species with legal protective status also extends to the habitat that supports populations of those species, consistent with the requirements of state and federal law. By providing protection to non-listed special-status species, the City is recognizing the need to contribute to the protection of native plants and animals, and their habitats, before their populations are so low that they must be listed as threatened or endangered under the state and federal Endangered Species Acts.

Figure NRC-1 shows the various vegetation cover types in the General Plan Planning Area vicinity according to the National Land Cover Database. Habitat types differ in their relative value as wildlife habitat and can be characterized by both vegetative cover and associated animal species that are dependent on that habitat, although some wildlife species may use more than one habitat type. The riparian habitat areas in Hollister support a large number of terrestrial and aquatic wildlife species. Non-native and native grasslands support a variety of mammals, birds, and reptiles. The forest and woodland cover in Hollister provide nesting and foraging opportunities for numerous species of birds, including raptors. Irrigated row crops occupy a majority of the agricultural lands in the Planning Area and a number of small mammals and birds frequent many of the crops.

Figure NRC-1 Vegetation Cover Types



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019; National Land Cover Database, 2016

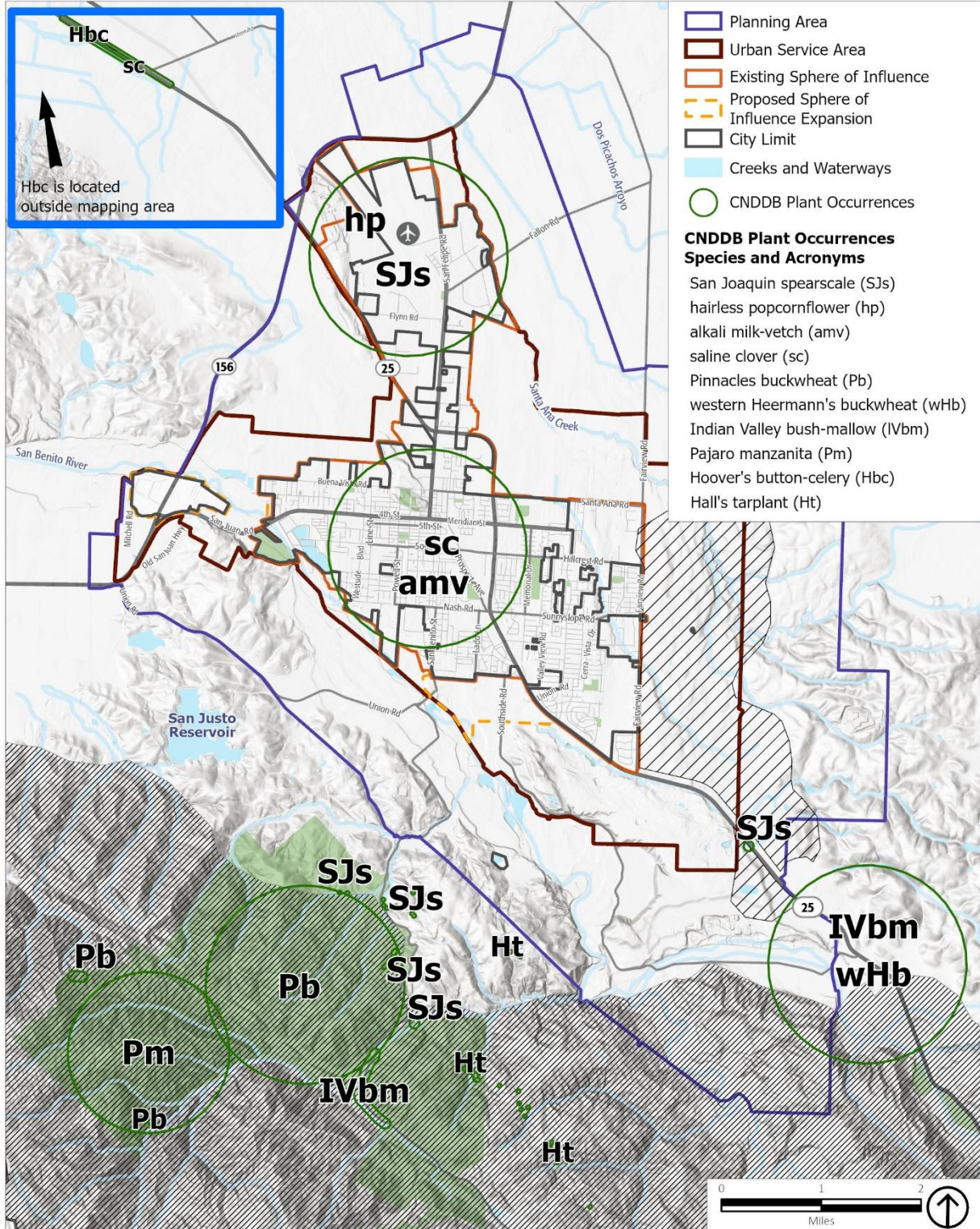
#### 7.1.1.2 SPECIAL-STATUS SPECIES

Special-status species are plants and animals that are legally protected under the state and/or federal Endangered Species Acts or other regulations, as well as other species that are considered rare enough by the scientific community and trustee agencies to warrant special consideration, particularly with regard to protection of isolated populations, nesting or denning locations, communal roosts, and other essential habitat. Species with legal protection under the federal and state Endangered Species Acts often represent major constraints to development, particularly when they are wide-ranging or highly sensitive to habitat disturbance and where proposed development would result in “take” of these species.

Based on the review of available data, there are a total of 23 special-status plant species that have been reported from or in the vicinity of the General Plan Planning Area. As shown in Figure NRC-2, mapping prepared by the California Natural Diversity Database (CNDDDB) of the California Department of Fish and Wildlife (CDFW) shows the known occurrences of nine of these most closely monitored special-status species. Many of the special-status plant occurrences in the General Plan Planning Area are vulnerable to off-road vehicle use, disturbance associated with fire and fuel-reduction activities, competition with invasive species, and other threats. There remains a possibility that additional populations of one or more species occurs on the remaining undeveloped lands in the General Plan Planning Area. Detailed surveys would be required to provide confirmation on presence or absence from undeveloped portions of the General Plan Planning Area where suitable habitat is present and thorough studies have not been conducted.

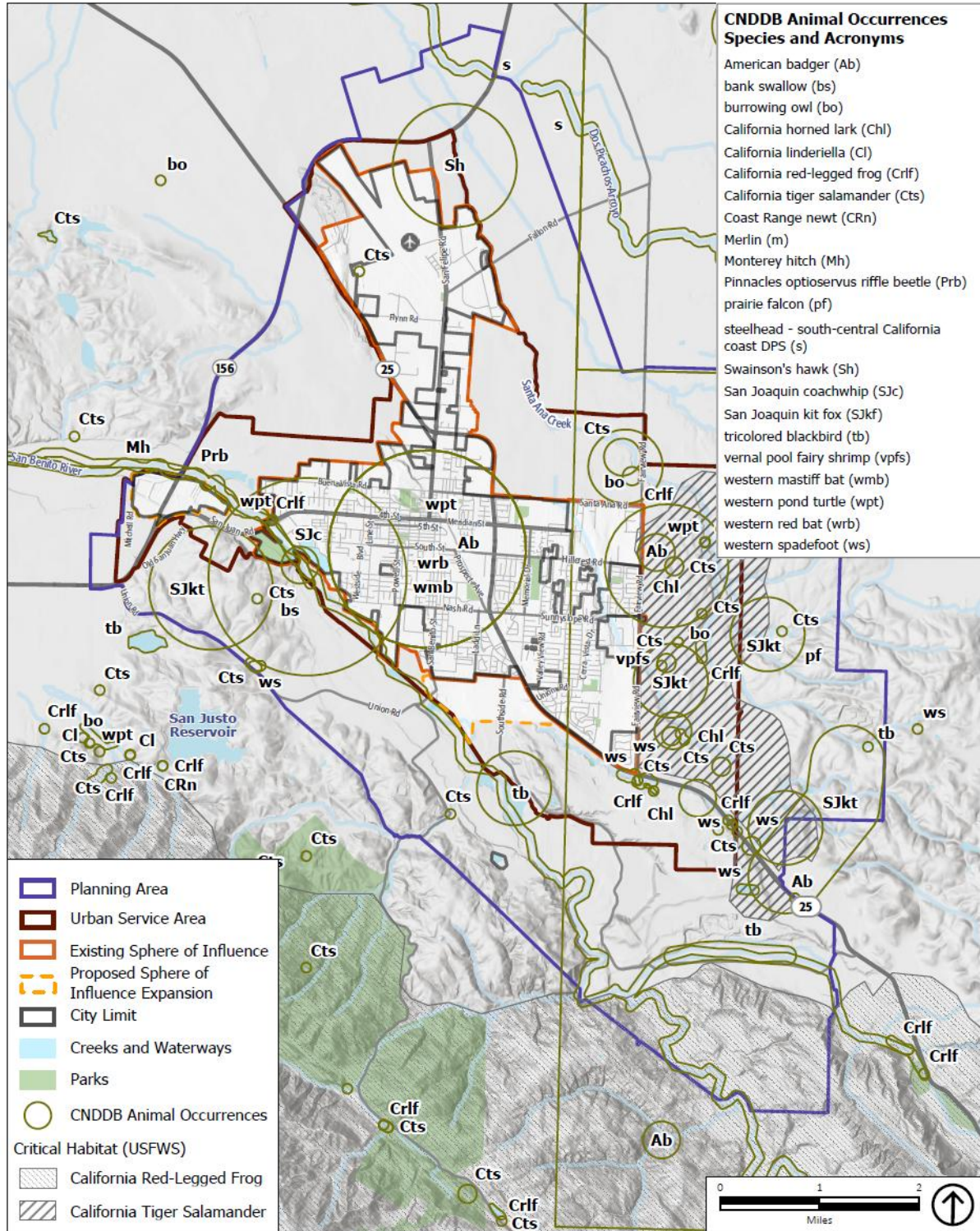
Based on a review of available data, a total of 40 special-status animal species are known or suspected to potentially occur in the vicinity of Hollister. As indicated in Figure NRC-3, a total of 17 of these most closely monitored special-status animal species have been reported by the CNDDDB in or near the General Plan Planning Area. Occurrences of other special-status species, particularly the numerous special-status bird species known from San Benito County, may occur in or frequent the Planning Area. Detailed surveys would be required to provide confirmation on presence or absence of special-status animal species where suitable habitat remains in the Planning Area. Several special-status species are of particular concern because of their protected legal status and known distribution in the Hollister vicinity. Additionally, the Planning Area outside the City limits contains “critical habitat” designated by the US Fish and Wildlife Service for the Redlegged Frog and the California Tiger Salamander, as depicted in Figure NRC-3.

Figure NRC-2 Special-Status Plant Species



Source: CA Natural Diversity Database, 2019; USFWS, 2019; ESRI, 2019; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

Figure NRC-3 Special-Status Animal Species and Critical Habitat



Source: CA Natural Diversity Database, 2019; USFWS, 2019; ESRI, 2019; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

San Joaquin kit fox (*Vulpes macrotis mutica*) is listed as a federally endangered and state-threatened species. The San Joaquin kit fox was once widely distributed throughout the native grasslands that formerly occupied the low rolling hills around the San Joaquin, Salinas, Santa Clara, and San Benito Valleys. The nearest sighting of a San Joaquin kit fox in relation to the Hollister Planning Area occurred in 1972, when one was seen approximately 3,000 feet east of the southeast corner of the Planning Area. However, San Joaquin kit fox is known to range within two miles of sightings, and San Benito County has designated the area east of Fairview Road as a potential San Joaquin kit fox habitat area. Agricultural operations and, more recently, urban development, have eliminated or fragmented their habitat, resulting in a substantial decline in numbers. As shown in Figure NRC-3, occurrences of this subspecies have been reported in the southwestern, southeastern, and eastern margins of the General Plan Planning Area where development remains sparse.



Photo of San Joaquin kit fox from USFWS

In addition, the California tiger salamander (*Ambystoma californiense*) and California red-legged frog (*Rana draytonii*) are both listed as special-status species that occur in the Planning Area. California tiger salamander is a state and federally listed threatened species. It has been reported at the periphery of Hollister, including the eastern hills, the plains along the San Benito River corridor, and in the vicinity of the Hollister airport. The USFWS has designated the hillsides in the eastern hills, generally east of Fairview Road, as Critical Habitat for the California tiger salamander (see Figure NRC-3). Occurrences of California red-legged frog, which is federally listed as threatened and recognized as a California Species of Special Concern by CDFW, have also been reported in the Planning Area along the San Benito River, Santa Ana Creek, and drainages with suitable habitat in the eastern and southwestern hills. Designated Critical Habitat for the California red-legged frog occurs in the southern and southwestern portion of the General Plan Planning Area, extending south of Tres Pinos through the Gabilan Mountains.



Photo of California tiger salamander from USFWS



Photo of California red-legged frog from USFWS

### 7.1.1.3 SENSITIVE HABITATS

Sensitive habitat types in the General Plan Planning Area include remnant native grasslands, wetlands, and areas with specific types of forest and scrub cover. Native grasslands could occur in some locations of the herbaceous land cover shown in Figure NRC-1. Well-developed stands of riparian woodland and scrub (mapped as woody wetlands) are considered a sensitive habitat that supports a large number of terrestrial and aquatic wildlife species and tend to have high wildlife habitat values. Freshwater marsh (mapped as emergent herbaceous wetlands) is also of high habitat value to wildlife, providing a source of drinking water, protective cover, nesting substrate, and serving as movement corridors for species. The forest areas shown in



Photo of burrowing owl from Jeri Krueger/USFWS

Figure NRC-1 could provide nesting and foraging opportunities for numerous species of birds, including raptors. They also provide essential food resources for acorn woodpeckers (*Melanerpes formicivorus*), scrub jay, and other birds.

### **Sensitive Natural Communities**

Sensitive natural communities are community types recognized by CDFW and other agencies because of their rarity. Sensitive natural community types known from or suspected to occur in the General Plan Planning Area include several associations of Black Oak Forests and Woodlands, California Bay Forests and Woodlands, California Buckeye Woodlands, several associations of Coyote Brush Scrub, freshwater marsh, freshwater seeps and springs, and numerous alliances of native grasslands. Occurrences of these sensitive natural community types may be present in the herbaceous land cover, woody and emergent herbaceous wetlands, and the forest areas shown in Figure NRC-1. Detailed surveys would be required to provide confirmation on presence or absence of any sensitive natural community types from undeveloped portions of the Planning Area.

### **Jurisdictional Wetlands**

State and federal agencies have regulatory authority over wetlands and unvegetated other waters that fall within their jurisdiction. Wetlands are generally considered to be areas that are periodically or permanently inundated by surface or groundwater and support vegetation adapted to life in saturated soil. Wetlands are fragile, natural resources subject to flooding, erosion, soil-bearing capacity limitations, and other hazards. In addition, they are resources of special significance due to the modulation of flood waters, water quality, and habitat functions they perform, and their importance for floodwater storage, floodwater passage, aquifer recharge, erosion control, pollution control, wildlife habitat, education, scientific study, open space, and recreation. Figure NRC-4 shows the extent of wetlands mapped in the Planning Area as part of the National Wetlands Inventory, as defined by the USFWS. Additional wetlands and other regulated waters may be present in other locations in the Planning Area and would require a formal wetland delineation to verify presence or absence.

#### **7.1.1.4 HERITAGE TREES**

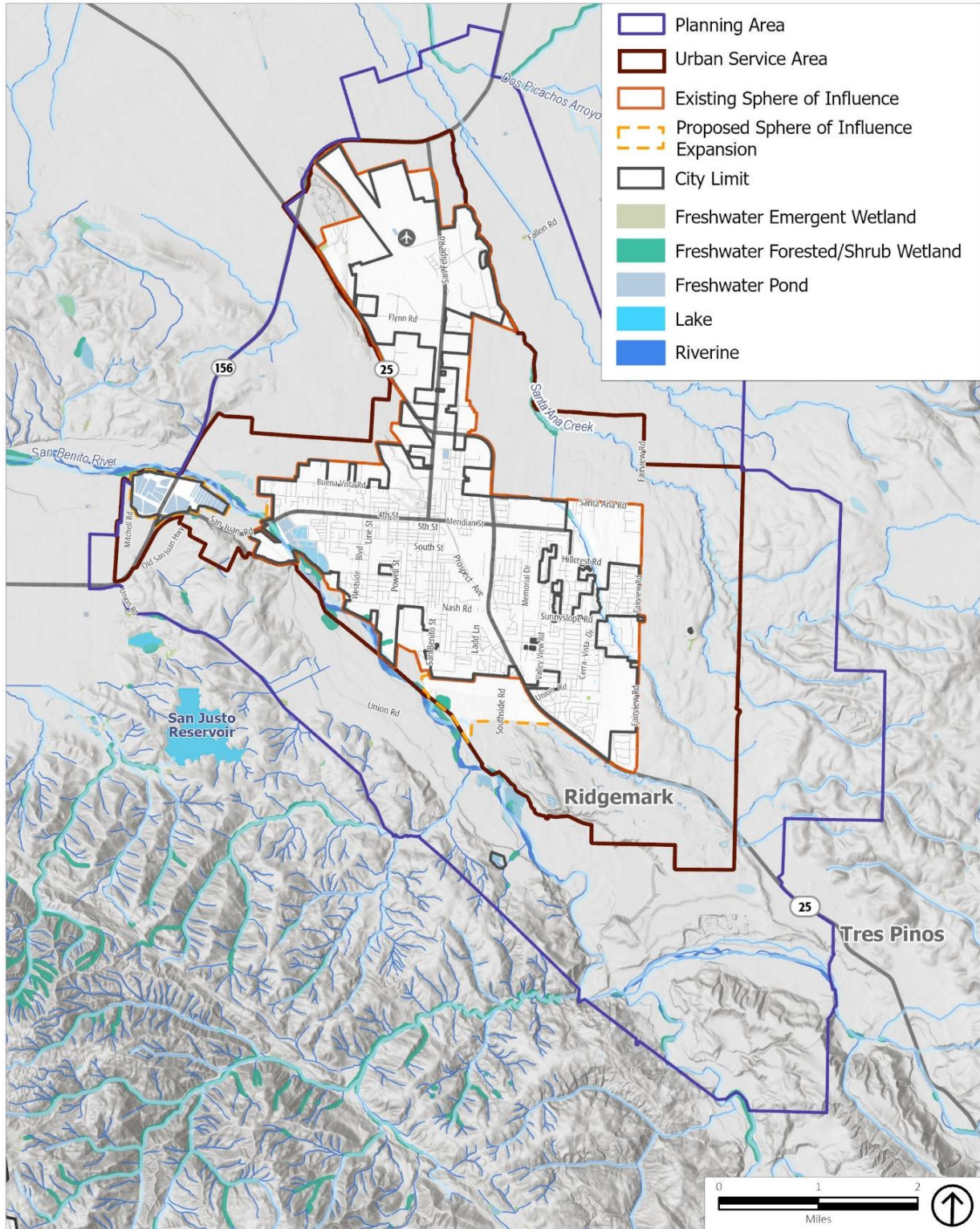
Heritage trees are trees that provide special significance to the community based on historical, environmental, or aesthetic value. The preservation of heritage trees enhances the attractiveness of the city, protects against extreme temperatures, encourages quality development, and helps increase property values. Policies and regulations can control the removal and preservation of heritage trees in Hollister to ensure there is a sizable population of large, healthy trees for the long term.

#### 7.1.1.5 CONNECTIVITY AREAS, PERMEABILITY, AND NATURAL LANDSCAPE AREAS

California law requires that the General Plan identify and address areas providing connectivity for wildlife, habitat permeability, and natural landscape areas. The State's the BIOS Habitat Connectivity Viewer shows no essential connectivity areas in the Planning Area. However, there are natural habitat areas in the Planning Area, such as creek corridors and large open spaces. These areas can be seen in **Figure NRC-5**.

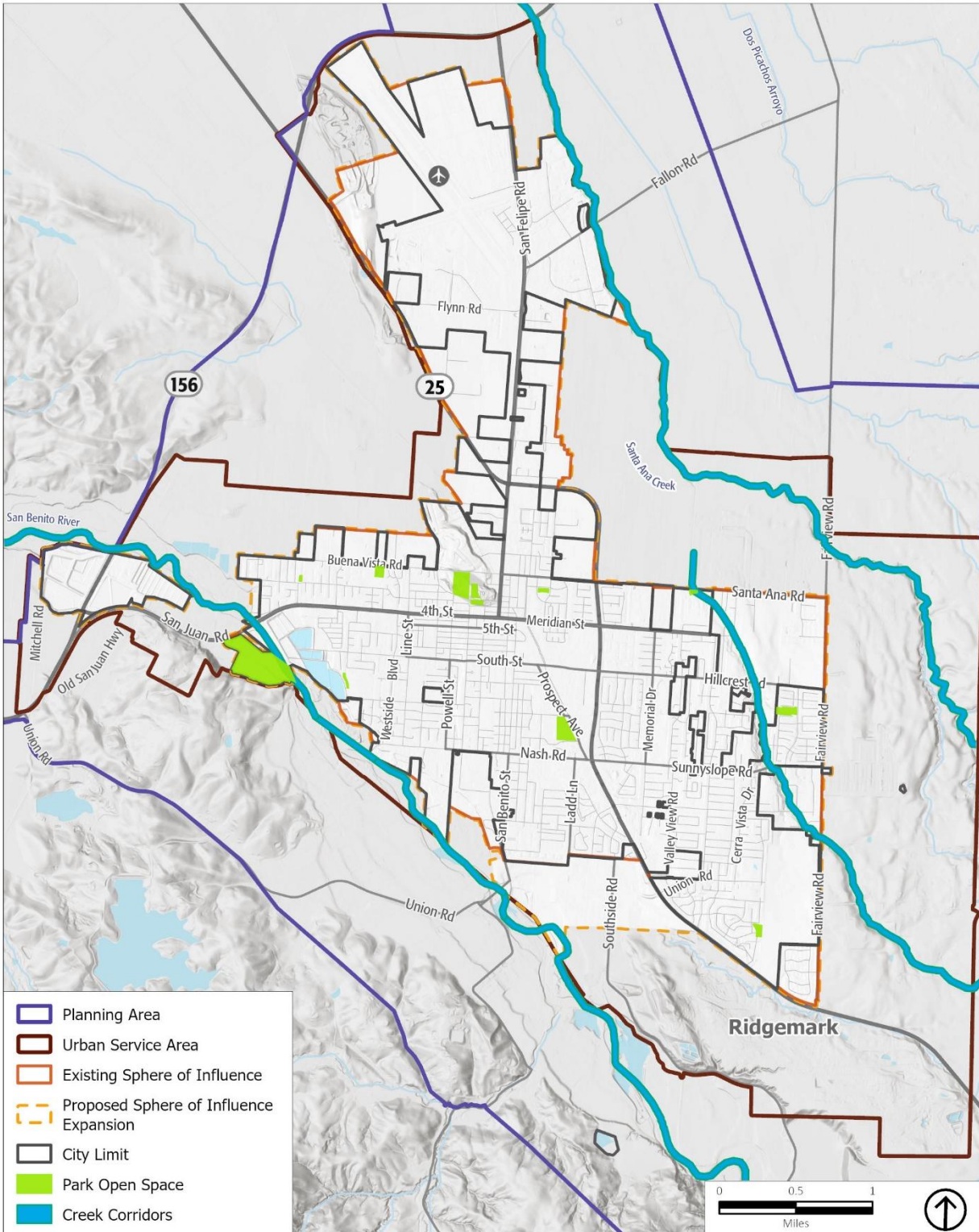
Permeability refers to the ability of a feature, improvement, or facility to provide for passage of wildlife and improve connectivity to natural landscape areas or other habitats. Generally, barriers such as infrastructure or incompatible land uses impede wildlife movement or population connectivity between habitat areas. The California Department of Fish and Wildlife (2022) prepared a report highlighting areas of the State of highest priority for habitat connectivity. No areas in Hollister, or in Benito County, were identified as priority areas in the report. The 2022 Department of Fish and Wildlife report highlights some examples to improve permeability, such as fences, underpasses, "jump outs" (escape ramps over roadways designed with high fences above the roadway to deter animals from jumping onto the roadway and shorter fences on the safe side to allow animals to safely jump), and bridges. These features are generally not present or needed in Hollister given the topography and lack of major roadways through Hollister.

Figure NRC-4 National Wetlands Inventory



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019

Figure NRC-5 Permeability and Natural Landscape Areas



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019; National Land Cover Database, 2016



Photo by Jenny Knerr

### 7.1.2 TRIBAL CULTURAL RESOURCES

Hollister is within the ancestral lands of the Ohlone (also known as Costanoan) people, which ranges from the Carquinez Strait to the southern border of Monterey Bay and extends 50 miles inland. Loosely united by related languages and histories, the Ohlone people have never constituted a single political or cultural entity. Prior to European settlement, Ohlone peoples spoke at least eight distinctive language dialects and were organized into roughly 50 documented villages and extended family groups.

Evidence suggests that the Ausaima Indians, who were part of the Ohlone linguistic group, have dwelt in the vicinity of the Planning Area since 5,000 B.C. Ohlones lived in tribelets, or autonomous territory-dependent political units, ranging from 50 to 500 people in size. Labor was divided between hunting and gathering based on gender; where women gathered a variety of nuts, seeds, and berries, while men hunted numerous creek, shore, and terrestrial species. Larger mammals were hunted with the bow and arrow and devised communal drives and nets for smaller game. Resources were distributed via trade networks, but Ohlone groups imported relatively few goods: pinyon nuts and obsidian. In exchange for these goods, Ohlone exported mussels, salt, olivella shells, abalone, and bows to the Sierra Miwok and Yokuts tribes.

Spanish colonials came to settle in the Bay Area and on the Central Coast during the seventeenth and eighteenth centuries, displacing the Ohlone people and their cultures. In 1797, Mission San Juan Bautista, one of the many missions constructed along the California coast during this time period, was established by Franciscan Missionaries who sought to convert indigenous peoples to Catholicism and eliminate traditional cultural practices and beliefs. During this period of Mexican and European colonization, cultural and spiritual traditions of the Ohlone people were forced into dormancy or secrecy.

In 1839, Rancho San Justo was established by a land grant from the Mexican government. Shortly after, in 1868, 50 farmers established the San Justo Homestead Association and used their joint power to purchase 21,000 acres of land from Colonel William Hollister, a sheep rancher. The San Justo Homestead Association subdivided the land into homesteads, setting aside 100 acres for a town site. The city was incorporated that same year.

Today, there is a diverse spectrum of culturally and politically active Ohlone families and tribes in the region. Tribal cultural resources often are less tangible than merely an object of the site itself. Sometimes, the importance is tied to views of or access to a sacred site. Therefore, consultation with culturally affiliated Native American tribes is key to identifying tribal cultural resources.

It is likely that there are undiscovered and unrecorded archaeological and tribal resources in Hollister's Sphere of Influence. The General Plan includes policy direction to support the tribal consultation process required by State law and requires preconstruction investigation of potential tribal cultural resources if they are found on development sites.

### 7.1.3 AIR QUALITY

Hollister is in the northwest sector of the North Central Coast Air Basin. Air pollutant emissions generated by stationary sources in Hollister are subject to the rules and regulations imposed by the Monterey Bay Air Resources District. The air quality monitoring station closest to the city is the Hollister-Fairview Road Monitoring Station, which monitors ozone, coarse particulates, and fine particulates pollution. The most current five years of data monitored at this station show recurring violations of both the state and federal ozone standards. Furthermore, exceptional events, like wildfires, can affect air quality in the North Central Coast Air Basin. Wildfires can temporarily elevate concentrations of particulate matter. When wildfires affect air quality, Monterey Bay Air Resources District monitors and provides information to the public about air quality levels.

Some land uses are considered more sensitive to air pollution than others due to the types of population groups or activities involved. Sensitive receptors are facilities where sensitive population groups are likely to be located. These facilities include schools, retirement homes, convalescent homes, hospitals, and medical clinics. Sensitive population groups include children, the elderly, the acutely ill, and the chronically ill, especially those with cardio-respiratory diseases. The California Air Resources Board provides recommendations on the location of sensitive land uses in proximity to freeways, distribution centers, rail yards, ports, refineries, chrome-plating facilities, dry cleaners, and gasoline-dispensing facilities.

### 7.1.4 CLIMATE CHANGE

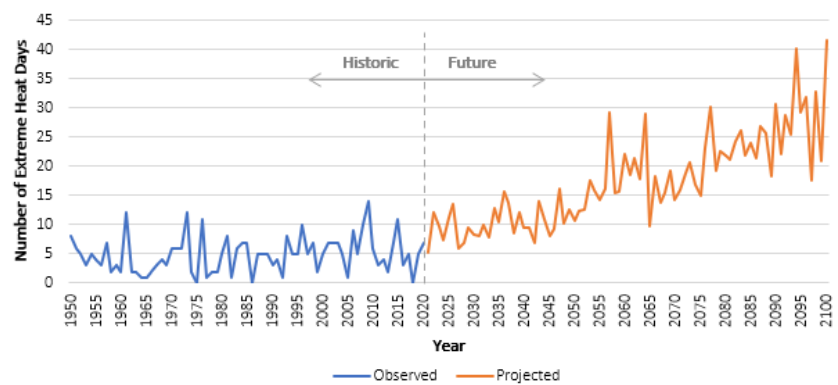
Climate is the long-term average of weather conditions, such as temperature and precipitation. While it is normal for Earth's climate system to experience long-term shifts in these average conditions, recent human activity is causing global climate change at an exponential rate. Figure NRC-6 shows the past and projected extreme heat days in Hollister. These activities, predominately the burning of fossil fuels, emit heat-trapping gases called greenhouse gases (GHGs) that build up in the atmosphere. As GHG levels increase, Earth's atmosphere traps more heat, triggering changes in the global climate system that may have serious and potentially catastrophic impacts on people, physical assets, and natural systems. The General Plan Sphere of Influence is susceptible to several climate-related hazards, which include flooding, extreme heat, drought, and wildfire.



Photo by Jenny Knerr

The City's Climate Action Plan identifies additional strategies to reduce GHG emissions to meet State reduction targets and help lessen the impacts of climate change. Climate action planning can also provide indirect benefits to the community by implementing GHG reduction strategies that are also aimed at improving resiliency. These benefits may include a healthier and more robust economy, cost savings from lower energy and resource use, improved public health, and greater community equity, among many others.

**Figure NRC-6 Past and Projected Extreme Heat Days in Hollister**



Sources: Cal-Adapt, 2021; National Weather Service, 2022.



Photo by Jenny Knerr

### 7.1.5 WATER QUALITY AND WATER CONSERVATION

There are three significant surface water features in the Planning Area: the San Benito River, Santa Ana Creek, and an unnamed tributary of Santa Ana Creek, as shown on Figure NRC-6. The San Benito River flows from southeast to northwest in the southern portion of the Planning Area. Much of the Planning Area drains northerly to Santa Ana Creek and its unnamed tributary; Santa Ana Creek flows into San Felipe Lake, approximately seven miles north of the Hollister Municipal Airport. Annual rainfall, most of which takes place during the fall and winter, generally dictates the amount of surface water in local stream systems.

The Planning Area overlies the North San Benito Groundwater Basin. Groundwater recharge occurs mostly through infiltration from streams (mainly the San Benito River and Tres Pinos Creek south of Hollister).

Surface water quality is affected by point source and non-point source pollutants. Point source pollutants are those emitted at a specific point, such as a pipe, while non-point source pollutants are typically generated by surface runoff from diffuse sources, such as streets, paved areas, and landscaped areas. Non-point source pollution is caused by rainfall moving over and through the ground. As the runoff moves, it picks up and carries away natural and human-made pollutants, finally depositing them into bodies

of water. Best management practices are guidelines used to ensure that project design, construction, and maintenance are conducted to control urban runoff and minimize the impact on the surrounding environment.

Maintaining and improving water quality is essential to protect public health, wildlife, and watersheds, and to ensure opportunities for public recreation and economic development in Hollister. Water pollution can be dramatically curbed through proactive efforts of residents and through City policies for stormwater management and public participation, education, and appropriately designed development. The City implements State law that requires the use of practices that enable water to percolate into the surrounding soil, instead of letting sediment, metals, pesticides, and chemicals flow directly into creeks or through the storm drain system. Improving the water quality in Hollister's creeks and groundwater is a priority. The City supports efforts to clean up existing areas and prevent further degradation.

Reuse and conservation of water throughout the year helps to provide a reliable source and reduces the need and cost of securing out-of-area supplies. Examples of water conservation measures include aerators for faucets and showerheads, low-flow toilets, irrigation system timers and monitors, drought-tolerant landscaping, and water-efficient dishwashers and washing machines. The City of Hollister also recycles most wastewater in the city with the exception of housing units that are treated by the Ridgemark Wastewater Treatment Plant. Customers who would like to use recycled water must obtain a Recycled Water Use Permit. The recycled water is primarily used for agricultural irrigation, though other approved uses include landscaping irrigation, nonstructural firefighting, and some construction-related activities.

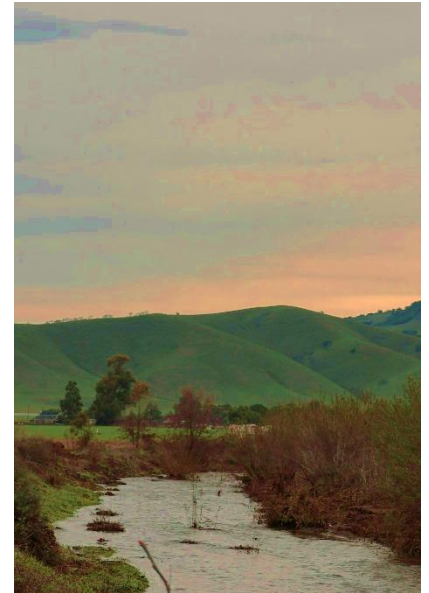
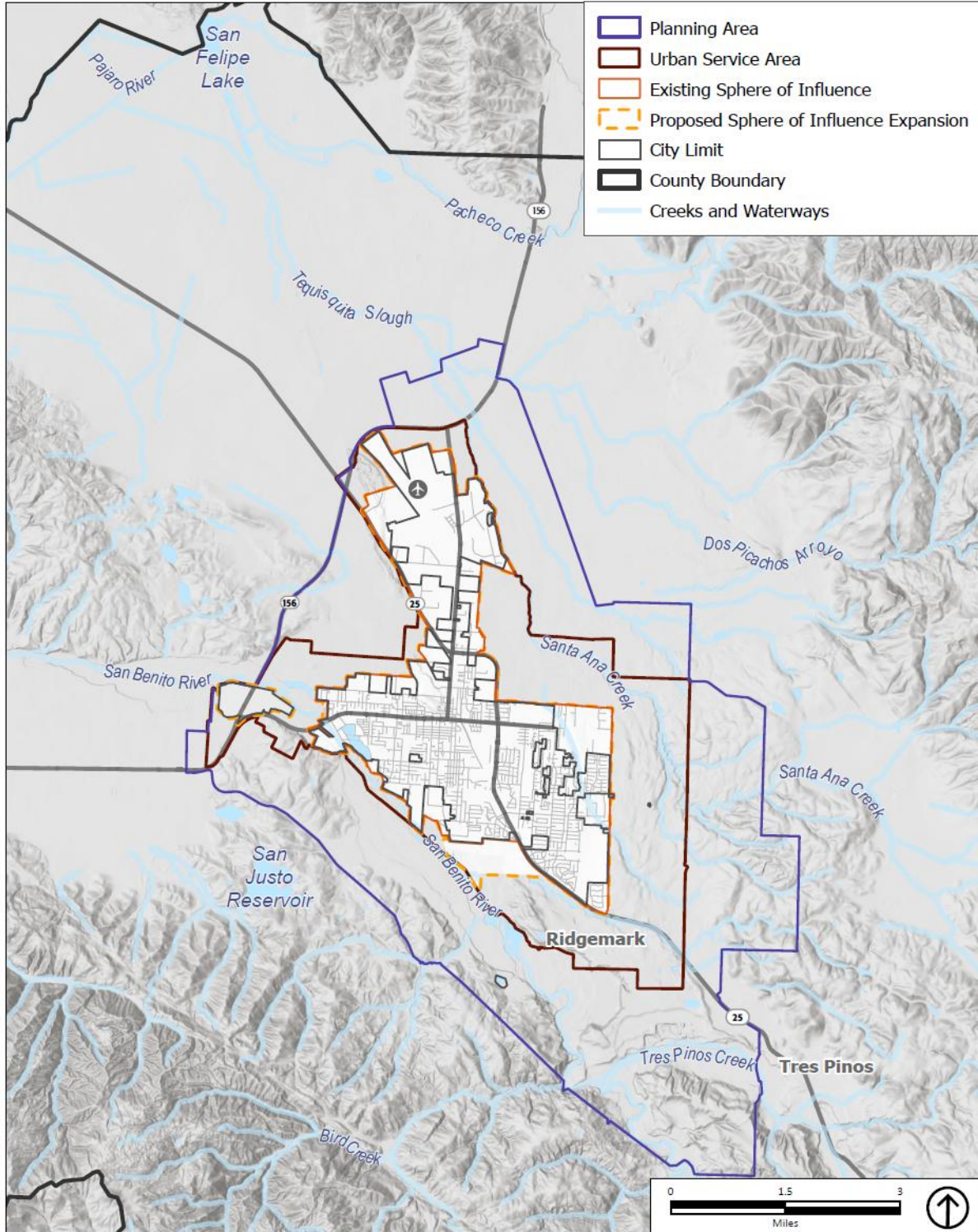


Photo by Jaquelyn Scimeca

Figure NRC-7 Waterways in the Hollister Planning Area



Source: ESRI, 2020; San Benito County, 2020; USGS, 2019; PlaceWorks, 2025

### 7.1.6 MINERAL RESOURCES

The State Mining and Geology Board (SMGB) has designated portions of the Hollister Planning Area as having construction aggregate deposits (sand, gravel, and crushed rock) of regional significance, which are shown on Figure NRC-7. The properties controlled by aggregate producers are also shown in the figure.

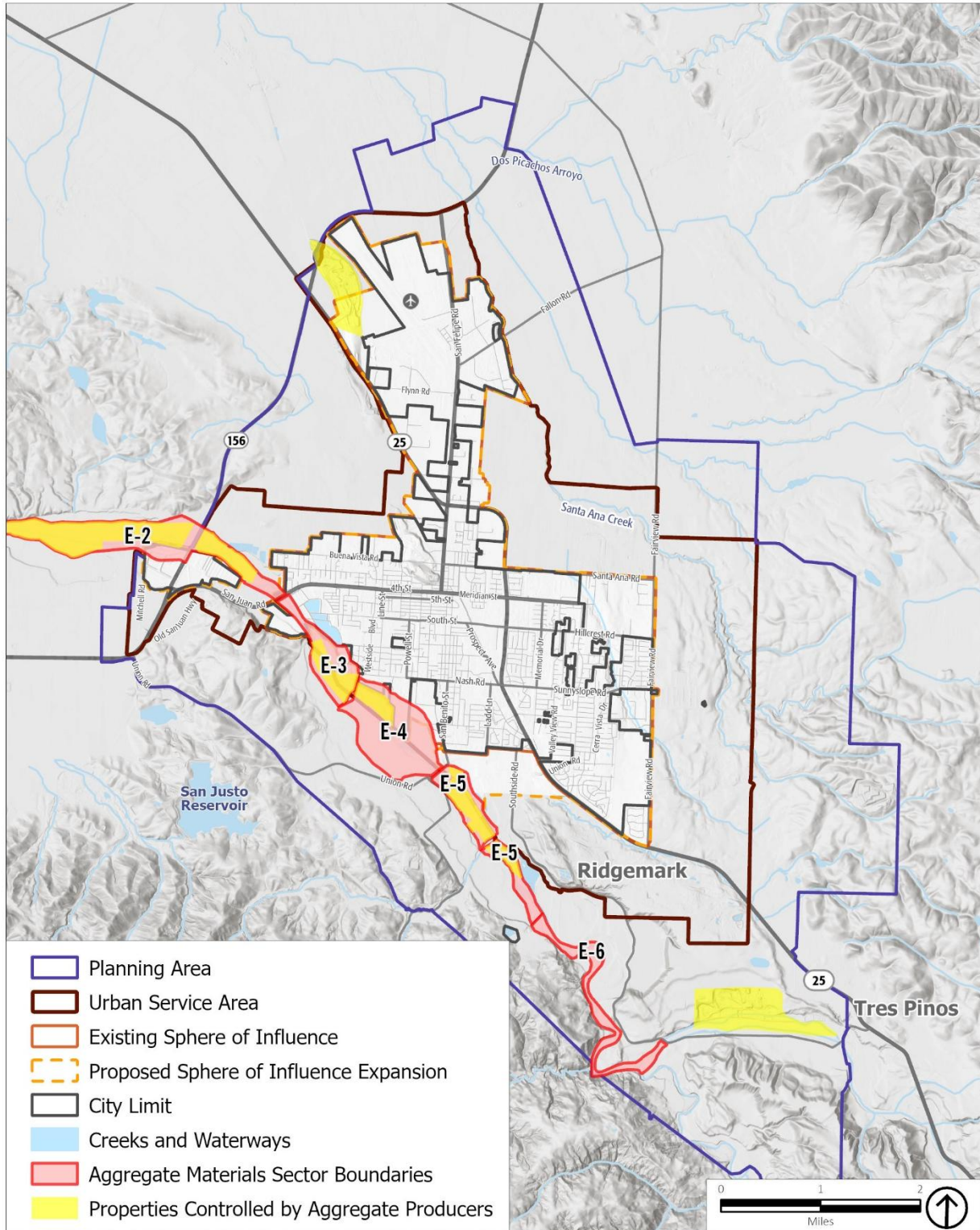
The SMGB divides aggregate resources into regions and sectors. The aggregate resource areas in or near Hollister are in Sector E of the Monterey Bay Region and include channel and floodplain mineral deposits along the San Benito River. These resources may be needed to meet future demands in the region.

SMGB policy states that land uses that require a high public or private investment in structures, land improvements, and landscaping or that would otherwise prevent mining (i.e., high-density residential development, public facilities, intensive industrial and commercial uses) are inherently incompatible with the conservation and extraction of mineral resources. Those land uses that require a low public or private investment in structures, land improvements, and landscaping that would allow mining (i.e., extensive industrial, recreation, agricultural, and open space uses) may be compatible.



Photo by Jenny Knerr

Figure NRC-8 Regionally Significant Construction Aggregate Resource Areas



Source: California Department of Mines, 1999 ; PlaceWorks, 2025

## 7.2 NATURAL RESOURCES AND CONSERVATION ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to natural resources and conservation.

### 7.2.1 BIOLOGICAL RESOURCES

**GOAL NRC-1** Ensure enhanced habitat for native plants and animals, and protection for culturally significant and special-status species.

#### POLICIES

**Policy NRC-1.1** **Protection of Environmental Resources.** Protect or enhance environmental resources, such as wetlands, creeks and drainage-ways, sensitive natural communities, and habitat for special-status species.

**Policy NRC-1.2** **Protection of Special-Status Species Habitat and Sensitive Natural Communities.** Identify and protect the habitats of special-status species and sensitive natural communities that may found in the Hollister Planning Area, in cooperation with the U.S. Fish and Wildlife Service and the California Department of Fish and Wildlife, through the review of development proposals for compliance with regulations of these agencies and the California Environmental Quality Act.

**Policy NRC-1.3** **Other Habitat Planning Measures.** Use regional planning concepts, such as mitigation banking, to offset the cumulative effects of piecemeal development on the habitat of special-status species.

**Policy NRC-1.4** **Specialized Surveys for Special-Status Species and Sensitive Natural Communities.** Require that sites with suitable natural habitat, including creek corridors through urbanized areas, be surveyed for special-status species and sensitive natural communities prior to development approval as part of the environmental review process. Such surveys shall be conducted by a qualified biologist and occur prior to development-related vegetation removal. All surveys shall take place during appropriate seasons to determine presence or absence, including nesting or breeding occurrences, with a determination on whether the project site contains suitable habitat for such



Photo by Valera Key

species and sensitive natural community types. These results would inform the site assessment and environmental review process for proposed developments and other activities that could adversely affect special-status species.

**Policy NRC-1.5 Biological Site Assessment.** Require a biological resource assessment for proposed development on sites with natural habitat conditions that may support special-status species, sensitive natural communities, or regulated wetlands and waters. The assessment shall be prepared prior to project approval and conducted by a qualified biologist to determine the presence or absence of any sensitive resources that could be affected by proposed development, shall provide an assessment of the potential impacts, and shall define measures for protecting the resource and surrounding buffer habitat, in compliance with City policy and state and federal laws. An assessment shall not be necessary for locations where past and existing development have eliminated natural habitat and the potential for presence of sensitive biological resources and regulated waters.

**Policy NRC-1.6 Mitigation of Potential Impacts on Special-Status Species and Sensitive Habitat Areas.** Require that potential significant impacts on special-status species, occurrences of sensitive natural communities, or regulated wetlands and waters be minimized through adjustments and controls on the design, construction, and operations of a proposed project prior to project approval. Where impacts to these sensitive biological habitat areas are unavoidable, appropriate compensatory mitigation shall be required by the City. Such compensatory mitigation shall be developed and implemented in accordance with City policy and any relevant state and federal regulations. These may include on-site set asides, off-site acquisitions (conservation easements, deed restrictions, etc.), and specific restoration efforts that benefit the special-status species and sensitive habitat areas.

**Policy NRC-1.7** **Preconstruction Surveys for the San Joaquin Kit Fox.** Require preconstruction surveys for the San Joaquin kit fox prior to project approval, in accordance with the U.S. Fish and Wildlife Service Guidelines for Preconstruction Surveys for the endangered San Joaquin kit fox, for new developments in the County-designated kit fox habitat area. Development in the habitat area boundaries shall be assessed an impact fee by the County for every home or acre developed.

**Policy NRC-1.8** **California Red-Legged Frog and California Tiger Salamander Site Assessments.** Require site assessments by a qualified biologist to evaluate the potential for proposed projects in identified Critical Habitat areas for the California red-legged frog and/or California tiger salamander to have a negative effect on these species. Such assessments shall be prepared prior to project approval and identify any high-quality habitat for these species and shall be peer reviewed by a second qualified biologist. Protocol surveys may be warranted to confirm presence or absence of these species based on the results of the habitat assessment. Development in areas with identified high-quality occupied habitat shall be avoided. High-quality habitat includes sites known to be occupied by the species, breeding habitat, large areas of suitable habitat, and the absence of nearby development.

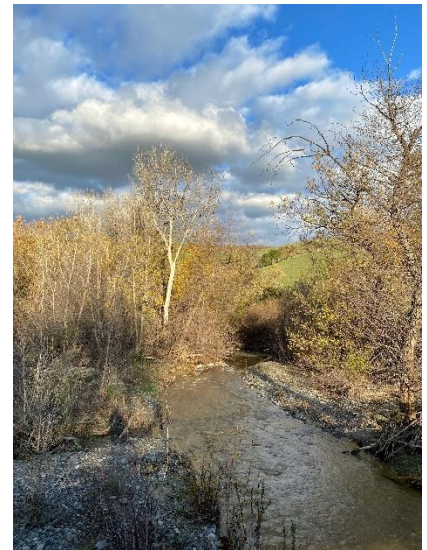


Photo by Jenny Knerr

**Policy NRC-1.9** **Surveys and Mitigation for Burrowing Owls.** Require project applicants with proposed projects on grazing or fallow agricultural land to conduct a survey for burrowing owls in accordance with the latest guidelines of the California Department of Fish and Wildlife prior to project approval. Project applicants in the Fairview Road/Santa Ana Road area shall be required to develop and implement a mitigation plan to avoid or otherwise compensate for any disturbance to the burrowing owl colony in that area. This plan shall be developed in coordination with the California Department of Fish and Wildlife.

- Policy NRC-1.10 Preconstruction Surveys for Nesting Birds.** Require preconstruction surveys for nesting native birds, to be conducted prior to site disturbance by a qualified biologist, for those projects that would affect on-site oaks or orchards, or which would involve vegetation removal and construction during the nesting season (February 1 to August 31). Hollister shall allow no construction activities that would result in the disturbance of an active native bird nest (including tree removal) to proceed until after it has been determined by a qualified biologist that the nest has been abandoned.
- Policy NRC-1.11 Maintain a List of Species.** Maintain current California Natural Diversity Database digital (Geographic Information System) maps and data tables listing threatened, endangered, and special-status species in the Hollister Planning Area.
- Policy NRC-1.12 Riparian Habitat.** Maintain existing riparian areas in their natural state to provide for wildlife habitat, groundwater percolation, water quality, aesthetic relief, and recreational uses that are environmentally compatible with wetland preservation.
- Policy NRC-1.13 Wetland Preservation.** Require appropriate public and private wetlands preservation, restoration, and/or rehabilitation through compensatory mitigation in the development process for unavoidable impacts. Continue the City's practice of requiring mitigation for projects that would affect wetlands in conjunction with requirements of state and federal agencies.
- Policy NRC-1.14 Wetlands Delineation.** Require a delineation of jurisdictional waters by a qualified wetland specialist at the outset of the project planning stage of any proposed development that may contain wetlands or other regulated waters. This delineation shall be verified and approved by the U.S. Army Corps of Engineers or the Regional Water Quality Control Board where federally regulated waters are absent prior to project approval.

- Policy NRC-1.15 Wetland Avoidance.** Encourage development projects, which may result in the disturbance of delineated seasonal wetlands and other regulated waters, to be redesigned to avoid such disturbance or to provide adequate compensatory mitigation where avoidance is not feasible.
- Policy NRC-1.16 Enhancement of Creeks and Drainageways.** Support rewilding and enhancement of drainageways to improve their function as wildlife habitat, wildlife corridors, and storm drainage facilities. Require setbacks, creek enhancement, and associated riparian habitat restoration/creation for projects adjacent to creeks to maintain storm flows, reduce erosion and maintenance needs, and improve habitat values. Require all new structures and paved surfaces to be set back from wetlands and creeks. Exceptions may be granted under extenuating circumstances and if also approved by responsible resource agencies.
- Policy NRC-1.17 Tree Preservation.** Preserve and protect heritage trees and other trees of importance.
- Policy NRC-1.18 Replacement Planting.** Require replacement planting when heritage trees and trees of importance must be removed.
- Policy NRC-1.19 Tree Maintenance.** Allow routine maintenance and pruning of heritage trees only when the survival of the tree will not be compromised.
- Policy NRC-1.20 Construction Near Heritage Trees.** Require that construction activities avoid impacts to heritage trees through construction of barrier fencing, construction worker training from a qualified arborist, and construction monitoring by an arborist. Heritage tree protection measures shall be identified prior to issuance of a building permit for a new development project.
- Policy NRC-1.21 Street Trees.** Require new development provide street trees of various species along pedestrian corridors and require the installation of root barriers when planting new street trees.
- Policy NRC-1.22 Native Trees and Riparian Habitat.** Ensure protection of native trees and riparian habitat.

**Policy NRC-1.23 Non-Native Plants.** Prohibit the planting of invasive, non-native plant species in natural habitats that support special-status species.

**Policy NRC-1.24 Support Beneficial Uses through Open Space.** Capitalize on opportunities to preserve, enhance, expand and fully integrate the City's network of open space so as to support beneficial uses.

#### ACTIONS



Photo by Valera Key

**Action NRC-1.1 Riparian Habitat Setbacks.** Amend the Zoning Code to establish setback requirements from wetlands and creeks.

**Action NRC-1.2 Tree Preservation Ordinance.** Adopt a Tree Preservation Ordinance that defines heritage trees and other trees of importance and provides for their replacement when removed as part of a new development project. The Tree Preservation Ordinance shall:

- Define the trees to be preserved.
- Establish mitigation requirements when removal of a heritage tree or tree of importance is approved.
- Require that a tree protection zone be established on a new development site that serves to protect heritage trees and trees of importance to prevent possible damage during construction activities.
- Require training for construction workers on best practices for avoiding damage and require monitoring by a qualified arborist during construction activities.
- Require City approval prior to the removal of street trees.
- Permit routine maintenance and pruning of heritage trees only when the survival of the tree will not be compromised.

**Action NRC-1.3 Urban Forest Master Plan.** Prepare an urban forest master plan for Hollister that includes quantified goals and tracking methods, including mapping the tree canopy.

**Action NRC-1.4 List of Native Plant Species.** Establish a list of native plant species for incorporation into the landscape design of proposed development projects.

## 7.2.2 TRIBAL CULTURAL RESOURCES

**GOAL NRC-2** Protect and preserve the tribal cultural resources in the Hollister Sphere of Influence.

### POLICIES

**Policy NRC-2.1 Tribal Cultural Resources.** The City shall acknowledge the importance of tribal cultural resources by taking concrete steps to preserve areas that have identifiable and important tribal cultural resources.

**Policy NRC-2.2 Tribal Consultation.** Support the tribal consultation process, relationship building, and respect for tribal cultural resources. Consult with Native American representatives, including through early coordination, to identify locations of importance to Native Americans, including archaeological sites, sacred sites, traditional cultural properties, and other types of tribal cultural resources. Respect tribal concerns if a tribe has a religious prohibition against revealing information about specific practices or locations.

**Policy NRC-2.3 Protection and Preservation of Archaeological Resources.** Require project applicants to comply with state and federal standards to evaluate and mitigate impacts to tribal resources prior to project approval. Continue to require that project areas found to contain significant archaeological resources be examined by a qualified consulting archaeologist with recommendations for protection and preservation.

**Policy NRC-2.4 Tribal Coordination During Project Construction.** Require the developer of a proposed project that could impact a tribal cultural resource to contact an appropriate tribal representative to train construction workers on appropriate avoidance and minimization measures, requirements for confidentiality and culturally appropriate treatment, other applicable regulations and consequences of violating State laws and regulations prior to construction.



Photo by Valera Key



Photo by Bob Rowlands

**Policy NRC-2.5 Preconstruction Investigations.** Require project applicants to prepare preconstruction investigations of potential tribal cultural resources and on-site mitigation for all developments prior to the issuance of building permits.

### 7.2.3 AIR QUALITY

**GOAL NRC-3** Protect clean air resources.

#### POLICIES

**Policy NRC-3.1 State and Federal Standards for Air Quality.** Continue to comply with and strive to exceed state and federal standards for air quality.

**Policy NRC-3.2 Consistency with Air Quality Management Plan.** Review all development proposals for consistency with the current Air Quality Management Plan of the Monterey Bay Air Resources District.

**Policy NRC-3.3 Air Quality Consideration in Land Use Planning.** Promote land use compatibility for new development by using buffering techniques, such as landscaping, setbacks, and screening in areas where different land uses abut one another to help ensure excellent air quality and land use compatibility.

**Policy NRC-3.4 Air Quality Planning and Coordination.** Integrate air quality considerations with the land use and transportation processes by mitigating air quality impacts through land use design measures, such as encouraging project design that will foster walking and biking.

**Policy NRC-3.5 Circulation Projects to Reduce Impacts on Air Quality.** Promote circulation projects that reduce air pollution.

**Policy NRC-3.6 Technical Assessments.** Require project applicants to prepare technical assessments evaluating potential project construction and operation phase-related air quality impacts to the City of Hollister for review and approval prior to project approval. Such evaluations shall be prepared in conformance with Monterey Bay Air Resources District (MBARD) criteria and methodology in assessing air quality impacts. If air pollutants are found to have

the potential to exceed the MBARD-adopted thresholds of significance, ensure mitigation measures, such as those listed in the General Plan Environmental Impact Report, are incorporated to reduce air pollutant emissions during construction or operational activities.

**Policy NRC-3.7 Air Quality Standards in Development Review.** Require developers to implement strategies for air quality improvement through the development review process. Ensure that any proposed new sources of particulate matter use latest control technology (such as enclosures, paving unpaved areas, parking lot sweeping, and landscaping) and provide adequate buffer setbacks to protect existing or future sensitive receptors.

**Policy NRC-3.8 Commercial and Industrial Projects Exceeding 10,000 Square Feet.** Require new or expanded commercial and industrial projects exceeding 10,000 square feet of gross floor area, such as big-box stores, warehouses, distribution centers, and similar uses, to be zero-emissions operations, including the facilities themselves and the associated fleets. Require all necessary measures, such as the following, to achieve zero emissions:

- Provide adequate on-site parking for all anticipated truck traffic to prevent idling and off-site queuing.
- Provide electrified loading docks with receptacles allowing plug-in of refrigerated and other types of trailers that otherwise would receive power from the tractor unit.
- Use heavy-duty trucks that are model year 2014 or later.
- Use zero-emission or “clean fleet” for delivery vehicles.
- Use zero-emission forklifts, pallet trucks and jacks, stackers, and other yard equipment.
- Implement practices to control road dust, tire wear, brake dust, and other contaminants in paved areas.

**Policy NRC-3.9 Acute Air Quality Pollution Impact.** Require projects or businesses that create acute air quality pollution impacts to implement mitigation measures to protect the health of the community in the affected area.

**Policy NRC-3.10 Idling of Diesel Engines.** Prohibit idling of diesel engines citywide. Prohibit non-diesel truck, construction vehicle, and transit vehicle idling within 100 feet of sensitive receptors, such as homes, schools, playgrounds, sports fields, childcare centers, senior centers, and long-term health care facilities.

**Policy NRC-3.11 Particulate Matter Pollution Reduction.** Promote the reduction of particulate matter pollution from roads, parking lots, construction sites, agricultural lands, and other activities. This would include: (1) requiring the watering of exposed earth surfaces during excavation, grading, and construction activities; (2) requiring daily (or as needed based on actual circumstances) cleanup of mud and dust carried onto street surfaces by construction vehicles; and (3) requiring that appropriate measures be taken to reduce wind erosion during construction, such as watering of soil, replanting, and repaving.

**Policy NRC-3.12 Air Quality Planning Coordination.** Cooperate with the Monterey Bay Air Resources District and other agencies in their efforts to ensure compliance with existing air quality regulations.

**Policy NRC-3.13 Air Quality Education Programs.** Support and participate in air quality education programs.

**Policy NRC-3.14 Construction Health Risk Assessment.** Require project applicants of discretionary projects on sites greater than one acre, within 1,000 feet of sensitive land uses (e.g., residences, schools, day care facilities, and nursing homes, etc.), as measured from the property line of the project, that utilize off-road equipment of 50 horsepower or more, and that occur for more than 12 months of active construction (i.e., exclusive of interior renovations) to prepare a construction health risk assessment (HRA) in accordance with policies and procedures of the State Office of Environmental Health Hazard Assessment and Monterey Bay Air Resources District (MBARD). If the construction HRA shows that the incremental cancer risk exceeds 10 in a million, the appropriate noncancer hazard index exceeds 1.0; or the thresholds as determined by the MBARD, require the project applicant to identify and demonstrate measures, such as those listed in the General Plan Environmental Impact Report, that can

reduce potential cancer and noncancer risks to an acceptable level.

**Policy NRC-3.15 Operational Health Risk Assessment.** Require project applicants of discretionary projects to prepare an operational health risk assessment (HRA) for industrial or warehousing land uses and commercial land uses that would generate substantial diesel truck travel (i.e., 100 diesel trucks or 40 or more trucks with diesel-powered transport refrigeration units per day based on the California Air Resources Board recommendations for siting new sensitive land uses) prior to project approval. The operational HRA shall be prepared in accordance with policies and procedures of the State Office of Environmental Health Hazard Assessment and the Monterey Bay Air Resources District (MBARD). If the operational HRA shows that the incremental cancer risk exceeds 10 in a million, the appropriate noncancer hazard index exceeds 1.0; or the thresholds as determined by the MBARD, the City shall require the project applicant to identify and demonstrate measures, such as those listed in the General Plan Environmental Impact Report, that can reduce potential cancer and noncancer risks to an acceptable level.

**Policy NRC-3.16 Odor Management Plan.** Require project applicants to prepare an Odor Management Plan prior to project approval for projects with the potential to emit nuisance odors beyond the property line (landfills, rendering plants, chemical plants, wastewater treatment plants, and refineries). The Odor Management Plan shall identify control technologies that will be used to reduce potential odors to acceptable levels, including appropriate enforcement mechanisms, to ensure compliance with Monterey Bay Air Resources District Rule 402.

#### ACTIONS

**Action NRC-3.1 Idling Ordinance.** Adopt an ordinance that matches or is more stringent than the State's maximum idling law, and coordinate with California Air Resources Board, Monterey Bay Air Resources District, and law enforcement to achieve compliance.



Photo by Jenny Knerr

## 7.2.4 CLIMATE CHANGE

**GOAL NRC-4** Reduce greenhouse gas emissions in Hollister to meet or exceed State targets.

### POLICIES

- Policy NRC-4.1** **Carbon Neutral.** Encourage efforts that help Hollister become a net carbon-neutral community by 2045.
- Policy NRC-4.2** **Greenhouse Gas Emission-Reduction Targets.** Maintain a greenhouse gas reduction trajectory that meets or exceeds the statewide greenhouse gas reduction targets of Executive Orders B-30-15 (40 percent below 1990 levels by 2030) and S-03-05 (80 percent below 1990 levels by 2050) to ensure the City is consistent with statewide efforts to reduce greenhouse gas emissions.
- Policy NRC-4.3** **Energy Use.** Reduce energy use through use of energy-efficient appliances, lighting, and materials in our homes, businesses, and City facilities and use education and incentives to promote and sustain energy-conserving design and practices.
- Policy NRC-4.4** **Climate Action Plan Implementation in City Work Plans.** Include Climate Action Plan implementation needs, including funding sources and staff time, in City department work plans.
- Policy NRC-4.5** **Infill and Mixed-Use Development.** Support the development of infill sites and compact mixed-use projects that reduce travel distances and promote alternative modes of transportation.
- Policy NRC-4.6** **Low-Emission/No-Carbon Transportation.** Encourage the transition to low- or no-carbon transportation systems, which could include installation of electric vehicle charging stations at public and private facilities, expansion of bicycle and pedestrian infrastructure, and conversion to zero-emission buses.
- Policy NRC-4.7** **Municipal Fleet Alternative Fuel Vehicles.** Shift municipal vehicle fleet from gasoline- and diesel-powered vehicles to zero-emission and low-carbon vehicles, to the extent possible.

**Policy NRC-4.8 Carbon-Free Energy.** Promote carbon-free energy sources in new and existing developments.

**Policy NRC-4.9 Zero Waste Community.** Reduce and ultimately eliminate single-use materials, like plastic cups, Styrofoam containers, and similar disposable items, from landfills, and support the reuse of materials and products, repair and sharing of items, and rely on sustainable materials to build homes and businesses.

#### ACTIONS

**Action NRC-4.1 Greenhouse Gas Emissions Monitoring.** Annually monitor and report on changes in community-wide emissions and progress toward greenhouse gas emission-reduction targets, and revise greenhouse gas reduction efforts as needed to progress toward net-carbon neutrality and other targets.

**Action NRC-4.2 Building Standards Code Efficiency Amendments.** Conduct a study to explore opportunities to amend the Hollister Building Standards Code to improve building energy efficiency, transition to carbon-free energy sources, increase renewable energy supplies, and promote greater electric vehicle adoption.

**Action NRC-4.3 Zero-Waste Plan.** Prepare a Zero-Waste Plan in partnership with the San Benito County Integrated Waste Management Regional Agency.

**Action NRC-4.4 Community Energy-Efficiency Education Programs.** Develop community education programs on energy efficiency and renewable energy, sustainable transportation options, waste reduction, and water conservation in partnership with regional agencies and community groups.



Photo by Kent Rossi

## 7.2.5 WATER QUALITY AND WATER CONSERVATION

### GOAL NRC-5 Protect and improve water quality in and around Hollister.

#### POLICIES

- Policy NRC-5.1** **Local, State, and Federal Standards for Water Quality.** Continue to comply with local, state, and federal standards for water quality.
- Policy NRC-5.2** **Proper Disposal of Pollutants.** Continue to promote proper disposal of pollutants to the sanitary sewer or hazardous waste facilities rather than to the storm drainage system.
- Policy NRC-5.3** **Water Quality at the Wastewater Treatment Plant.** Monitor the wastewater treatment plant to ensure that nitrate levels stay within legal limits.
- Policy NRC-5.4** **Groundwater Quality.** Ensure groundwater quality is maintained at a satisfactory level.

#### ACTIONS

- Action NRC-5.1** **Well and Ditch Tail Water Tests.** Develop procedures requiring developers to conduct well and ditch tail water tests and to implement appropriate actions to protect public health and safety associated with the presence of herbicides, pesticides, and other chemicals that have the potential to pollute groundwater and cause health risks.
- Action NRC-5.2** **Pesticide and Fertilizer Management.** Encourage the appropriate reduction of pesticides and fertilizers to the maximum extent feasible on City property. Ensure that the application of pesticides on City property is accomplished in accordance with all applicable rules and regulations.
- Action NRC-5.3** **Water Quality Source Control Program.** Develop guidelines for a water quality source control program that incorporates public education, planning, management, material use and disposal controls, spill prevention and cleanup, street sweeping, and sewer maintenance.

**Action NRC-5.4 Water Quality Education Programs.** Develop a public information and education program to enhance water quality. Such a program may include storm drain stenciling, presentations to schools and community groups, and watershed planning efforts.

**Action NRC-5.5 Water Pollution Prevention Program.** Develop an illicit discharge elimination program that will seek to eliminate illegal connections to the storm drain system and the illegal dumping of toxic materials into the storm drain system. Include requirements for contractors to comply with accepted stormwater pollution prevention planning practices for all projects subject to erosion potential, and continue to require the proper use, storage, and disposal of on-site materials.

#### 7.2.6 MINERAL RESOURCES

**GOAL NRC-6** Protect the current and future extraction of mineral resources in Hollister while minimizing impacts of this use on the public and the environment.

#### POLICIES

**Policy NRC-6.1 Mineral Resource Conservation.** Use land use controls and other appropriate measures to preserve regionally significant mineral resources in the Planning Area identified by the State Division of Mining and Geology.

**Policy NRC-6.2 Mineral Resource Impact Review.** Review impacts on mineral resources and other natural resources prior to the issuance of any building permit.

**Policy NRC-6.3 Mineral Resource Management.** Manage mineral resource extraction to ensure that this activity results in the fewest possible environmental impacts. Require preparation and assured implementation of a rehabilitation plan for mineral extraction sites as a condition of mining approval. The mineral resource extraction plan shall address the protection and restoration of biotic resources.



Photo by Kent Rossi

**Policy NRC-6.4** **Expansion of Mining Sites.** New or expanded mining operations in the Hollister Planning Area shall adhere to the following guidelines:

- Demonstrate no significant adverse impacts from the mining operations on adjoining areas and uses, including, but not limited to, those associated with noise, dust, and vibration.
- Demonstrate no substantial increase in hazards to neighboring uses, water quality, air quality, agricultural resources, or biological resources.
- Demonstrate that the proposed plan complies with existing applicable County and State waste management standards.
- Incorporate sufficient buffering between mining operations and adjacent non-mining uses to minimize noise.
- Incorporate landscaping buffers and other measures to minimize visual impacts to the extent possible.

**Policy NRC-6.5** **Land Use Compatibility.** Restrict permitted uses on lands containing important mineral resources to those compatible with mineral extraction, except in cases where such uses offer public benefits that outweigh those of resource extraction.

**Policy NRC-6.6** **Reclamation of Mining Sites.** Reclaim former mining sites to a condition that is readily adaptable for alternative land uses, consistent with the Land Use Map and other applicable policies, in accordance with the California Surface Mining and Reclamation Act (SMARA).

**Policy NRC-6.7** **Union Road Mineral Resources.** Preserve aggregate mineral resources in the Union Road Special Planning Area that are of known value to the region.

# 9. OPEN SPACE AND AGRICULTURE ELEMENT

# 9

*This Open Space and Agriculture Element describes open space and agricultural resources in Hollister today and focuses on policies and actions for the City of Hollister to implement in support of the preservation and enhancement of open space and agriculture. This section presents goals, policies, and actions for the following topics:*

9.2.1 Open Space Preservation

9.2.2 Agriculture Preservation

## 9.1 HOLLISTER TODAY

Preservation of open space and the natural environment has been a priority for Hollister residents for many years. Recognizing the importance of agriculture to the community, the City will protect agricultural lands by maintaining parcels large enough to sustain agricultural production, preventing conversion to nonagricultural uses, and prohibiting uses that are incompatible with long-term agricultural production.

### 9.1.1 TOPOGRAPHY

The Hollister Planning Area generally slopes upward from north to south, with elevations of approximately 210 feet near the Hollister Municipal Airport, 290 feet near City Hall, and 500 feet near the intersection of Fairview Road and Airline Highway (State Route 25). Although the topography is relatively flat in most areas, the terrain is hilly near the San Benito River, west of the Southern Pacific Railroad line northwest of Hollister and in the eastern portion of the Planning Area.

### 9.1.2 OPEN SPACE

Open space areas in Hollister include public and privately owned lands used for low-intensity, open space activities such as hiking, walking, or picnicking. Environmentally sensitive areas, such as rivers and creeks, plant and animal habitats, City parks, and recreation facilities are also considered open space.

According to State law, the General Plan must analyze barriers to wildlife movement. To this end, the California Department of Fish and Wildlife identified 61 barriers to wildlife movement in California in its 2022 report entitled *Restoring California's Wildlife Connectivity*. None of these identified barriers are within or adjacent to Hollister; in

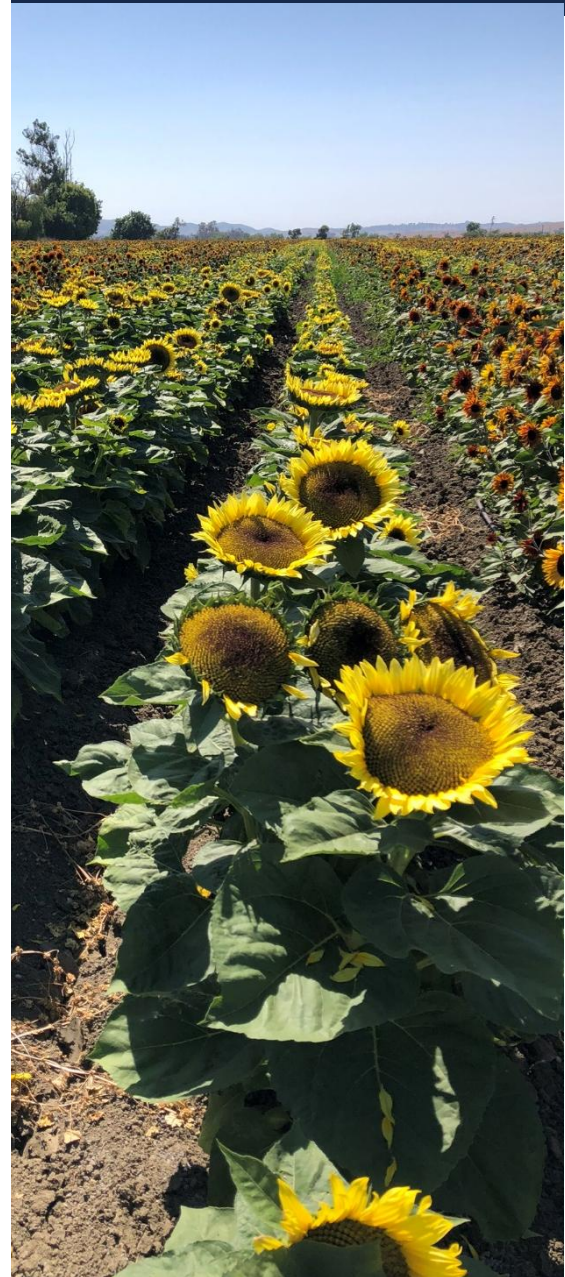


Photo by Sabrina Stark

fact, none were identified in San Benito County. In and around Hollister, large roadways such as State highways could be barriers to wildlife connectivity, but most roads and highways in areas with wildlife habitat are at grade with relatively little traffic at night so it should be possible for wildlife to cross them.



Photo by Sabrina Stark

### 9.1.3 AGRICULTURAL LAND

When the State of California evaluates agricultural land, areas are designated as Prime Farmland when they are found to have the best combination of physical and chemical characteristics for crop production, and have the soil quality, growing season, and moisture supply needed to produce sustained yields of crops when treated and managed. Lands identified as Prime Farmland must have been used for the production of irrigated crops in the last three years. Areas designated as Farmland of Statewide Importance represent land other than Prime Farmland that has a good combination of physical and chemical characteristics for the production of crops. As in the case of Prime Farmland, these areas must have been used for the production of irrigated crops in the last three years. Lands identified as Unique Farmland consists of lesser-quality soils used for agricultural production.

The San Benito Valley, which includes the City of Hollister, is generally considered a prime agricultural area due to its favorable soil types and climate. There is a significant amount of agricultural land both inside and outside of the General Plan Planning Area. As seen in Figure OS-1, the Planning Area includes Prime Farmland, Farmland of Statewide Importance, and Unique Farmland, as classified by the State Department of Conservation, and as protected by the California Environmental Quality Act.

The City has an Agriculture land use designation that encompasses lands with continuing commercial agriculture potential. The intent of this category is to retain primary agricultural use to the greatest extent practical. These areas should be kept free of any urban-type development and annexations. Allowed uses include orchards, row crops, nurseries, grazing lands, open space, farm services, and parks.

The most prevalent type of agriculture in San Benito County is vegetable and irrigated row crops, largely spinach, lettuce, wine grapes, broccoli, celery, and tomatoes, which are arranged in rows. Common orchard crops in San Benito County include apples, walnuts, cherries, and apricot trees. Wine grapes are also plentiful and profitable. Standard field crops include grains, hay, nursery plants, and seeds that cover the entire field in which the crops are planted.

Agricultural operations are an important source of local farm-fresh food in San Benito County and are transported throughout the United States and to several other countries on most continents, including South America, Europe, Asia, Africa, and Australia.

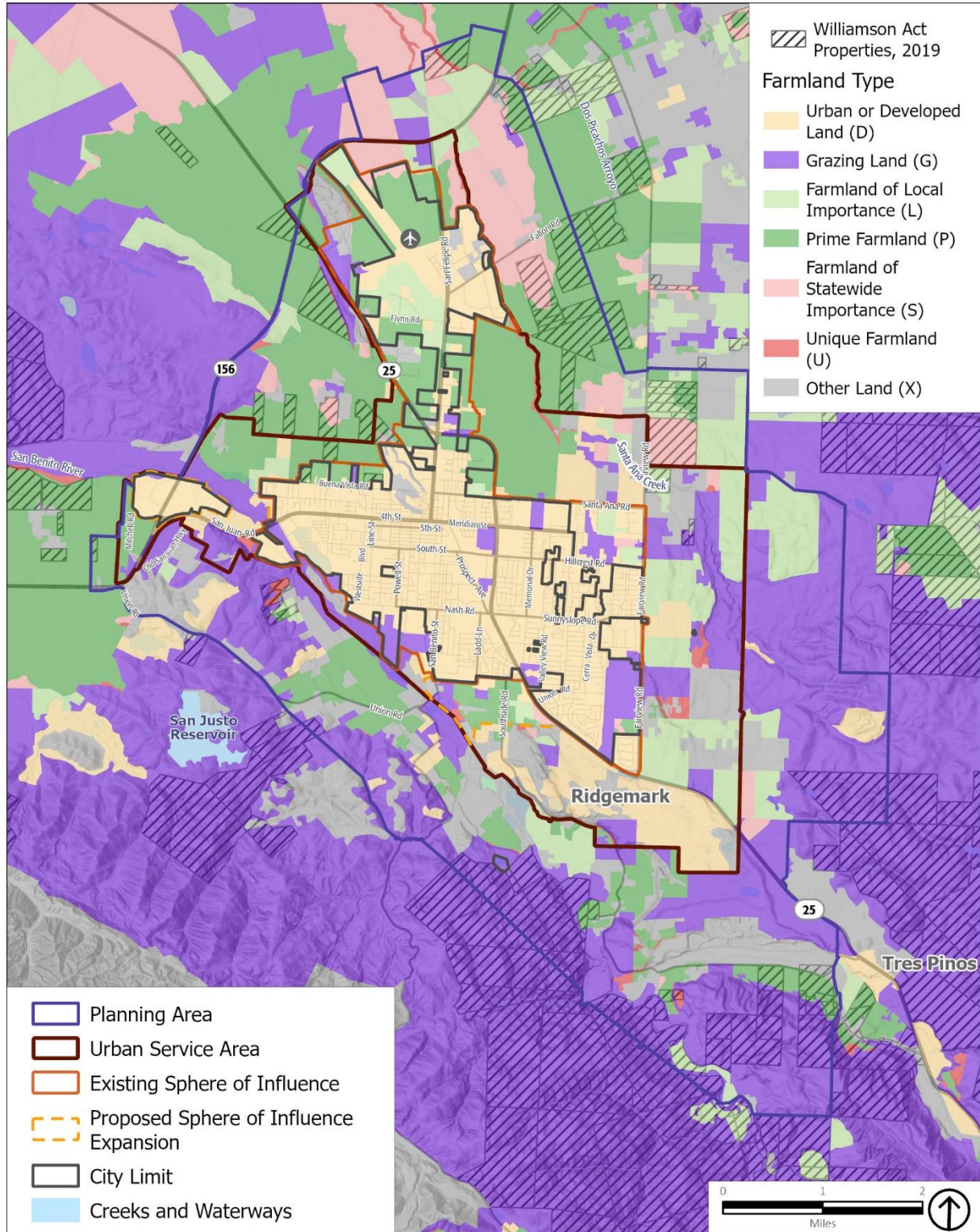
There are three soil associations in the Hollister Planning Area under the classification system of the Natural Resources Conservation Service of the U.S. Department of Agriculture:

- Soils of the Sorrento-Yolo Mocho association consist of nearly level to sloping soils that formed in very deep alluvium derived from sedimentary rocks and underlie the central and western portions of the Planning Area. The dominant soils in this association are very deep and well drained and include some of the most productive soils in the country.
- Soils of the Rincon-Antioch-Cropley association consist of nearly level to strongly sloping soils on fans and terraces and underlie the southeastern quadrant of the Planning Area. These soils are very well drained, although erosion is a problem on the more sloping soils.
- Soils of the Clear Lake-Pacheco-Willows association consist of nearly level and gently sloping soils that formed in alluvium derived from sedimentary rocks and underlie the northern portion of the Planning Area. For these soils to support agricultural activity, drainage is needed in most areas, and reclamation may be necessary in those areas affected by salts and alkali.



Photo by Nicole Larusso

Figure OS-1: Important Farmland and Williamson Act Contracts



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; USGS, 2019; CA Dept. of Agriculture, 2020.

## 9.2 OPEN SPACE AND AGRICULTURE ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to open space and agriculture in Hollister.

### 9.2.1 OPEN SPACE PRESERVATION

**GOAL OS-1** Preserve and protect open space and the natural environment for all to enjoy.

#### POLICIES

- Policy OS-1.1** **Open Space Preservation.** Retain and protect open space areas through the protection of prime farmlands, the prevention of new development in areas subject to natural and human-caused hazards, that serve as wildlife habitat or as visual assets for the community, and where the development of additional parks and trails is possible. Open space areas can also function as connections between neighborhoods, for example with the creation of pedestrian pathways in environmentally appropriate areas.
- Policy OS-1.2** **Access to Open Space.** Encourage access to open space areas in the design of adjacent development. Secure access paths as part of subdivision approvals and design access paths to avoid or minimize neighborhood and user conflicts with sensitive wildlife habitat areas.
- Policy OS-1.3** **Cluster Development.** Wherever feasible, encourage those proposing development to cluster planned residential development, leaving open space buffers in proposed site plans, particularly on the borders of development facing agricultural uses and State Routes 25 and 156. This will diminish the potential for land use conflicts and improve opportunities for visual harmonization between agricultural and urban activities.
- Policy OS-1.4** **Utilities in Open Space.** Discourage utilities in open space areas. Necessary utilities in open space should be located and designed to minimize harm to the area's environmental and visual quality.



Photo by Jaquelyn Scimeca



Photo by Kent Rossi

**Policy OS-1.5** **Open Space Use.** Protect and preserve the natural value of open space and wildlife habitat areas while permitting educational and recreational uses compatible with these resources. Uses of open space areas shall be secondary to open space preservation.

**Policy OS-1.6** **Site Planning to Preserve Open Space.** Consider the use of creative site planning in a way that is responsive to open space values. Require those proposing new development to design open spaces to minimize paved areas and to maximize landscaping to reduce outdoor air temperatures around buildings in warm weather.

**Policy OS-1.7** **Coordination with Other Jurisdictions.** Coordinate Hollister's open space preservation and enhancement with other County of San Benito, regional, and state open space preservation efforts.

**Policy OS-1.8** **Private Open Space Uses.** In designating open space as part of a development project or with the dedication of land for open space, identify limitations to uses in those areas, such as restrictions on ornamental landscaping, structures, and fences.

**Policy OS-1.9** **Impacts of Development on Wildlife.** Consider the impacts of new and existing development in creating barriers to wildlife passage and habitat connectivity, and avoid, minimize, or mitigate such impacts and barriers to the extent feasible.

#### ACTIONS

**Action OS-1.1** **Open Space Management Plan(s).** Prepare one or more Open Space Management Plan(s) and zoning amendments that address the following:

- Use and ongoing maintenance of open space areas.
- Appropriate access points, parking areas, public information signage, and trail extensions.
- Restoration of erosion and other degraded areas.
- Guidelines for the location of amenities, such as picnic tables and benches.

- Activities harmful to the open space environment, including illegal camping and campfires and disease control, urban/wildlife interface, recreation, and other uses.
- Vegetation management and protection issues.
- Impacts of development and barriers caused by development to wildlife and habitat connectivity.

This work should be accomplished with guidance by a committee with representatives from neighborhood associations, environmental organizations, user groups, and other stakeholders.

## 9.2.2 AGRICULTURE PRESERVATION

### GOAL OS-2 Preserve viable agricultural activities and lands.

#### POLICIES

**Policy OS-2.1** **Offsets for Loss of Agricultural Land.** Require that all new developments that convert agricultural land to urban uses provide for preservation of the same amount of agricultural land in perpetuity.

**Policy OS-2.2** **Agricultural Buffers.** Require that developers of all new developments adjoining agricultural land provide a 200-foot buffer to ensure that agricultural practices will not be adversely affected, and that developers also pay a fee adequate to allow the City to maintain this buffer land.

**Policy OS-2.3** **San Benito County Future Development Areas.** Encourage the County of San Benito to focus future development in the areas identified for development in this City of Hollister General Plan, so as to help protect agricultural lands and preserve open space areas in the other portions of the Hollister Planning Area.

**Policy OS-2.4** **Coordinate with San Benito County to Preserve Important Farmlands.** Coordinate with the County of San Benito in efforts to maintain prime farmlands, unique farmlands, and farmlands of statewide significance in active agricultural use and in all efforts



Photo by Jenny Knerr



Photo by Sabrina Stark

to maintain the continued economic viability of agriculture in the Hollister Planning Area.

**Policy OS-2.5**

**Residential Development Near Agricultural Areas.** Require developers to inform potential buyers of homes near agricultural areas of the possible hazards associated with the application of pesticides/herbicides and nuisances from other cultivation practices. In those cases where the County of San Benito’s Right-to-Farm Ordinance applies to the City review of projects, homeowners shall also be informed of this ordinance by developers.

ACTIONS

**Action OS-2.1**

**Offsets for Agricultural Land Conversion.** Create and adopt an agricultural preservation program to address the conversion of land classified as Prime Farmland, Unique Farmland, or Farmland of Statewide Importance in the City Limits and Sphere of Influence to nonagricultural uses.

**Action OS-2.2**

**Agricultural Buffer Ordinance.** Adopt a zoning program that requires developers of new projects adjoining agricultural land to provide, fund, and maintain a 200-foot buffer to ensure that agricultural practices will not be adversely affected.

The ordinance shall include agricultural buffer guidelines, including but not limited to, the following:

- Buffers shall be on the parcel for which a permit is sought and shall protect the maximum amount of farmable land.
- Buffers shall be physically and biologically designed to avoid conflicts between agriculture and nonagricultural uses.
- Appropriate types of land use for buffers include compatible agriculture, open space, landscaping, and recreational uses, such as parks, industrial uses, and cemeteries.
- The buffer may include spatial separations (e.g., greenbelts, open space setbacks), fencing, and/or berming.

- The City or County will condition the approval of a project on the ongoing maintenance of buffers.
- A homeowner's association, agricultural land trusts, or other appropriate entity shall be required to maintain buffers to control litter, fire hazards, pests, and other maintenance problems.
- Buffer restrictions may be removed if agricultural uses on all adjacent parcels have permanently ceased.

**Action OS-2.3** **Urban Growth Boundary.** Work with the County of San Benito and the City of San Juan Bautista to establish and maintain an Urban Growth Boundary that delineates future urbanization from areas in which urbanization will not occur, so as to protect agricultural and open space uses. Lands outside of the Urban Growth Boundary shall only be designated for agriculture, park, open space, public facility, and utility uses. When establishing the Urban Growth Boundary, the following qualities should be taken into consideration: access to infrastructure, public services, transit, healthcare, and commercial uses; preserving farmland; and establishing a buffer between urban and rural uses.

**Action OS-2.4** **Agricultural Community Disclosure Ordinance.** Develop, adopt, and enforce an Agricultural Community Disclosure Ordinance (similar to the County of San Benito's Right-to-Farm Ordinance No. 577) that applies to all future subdivisions adjacent to or incorporating agricultural operations.



Photo by Sabrina Stark

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# 10. ARTS AND CULTURE ELEMENT

# 10

*The Arts and Culture Element describes arts and culture in Hollister and focuses on policies and actions for the City of Hollister to foster and support arts and cultural programming in the city. This section presents goals, policies, and actions for the following topics:*

- 10.2.1 Arts Leadership
- 10.2.2 Cultural Environment
- 10.2.3 Arts Every Day
- 10.2.4 Place
- 10.2.5 Art Facilities
- 10.2.6 Destination Identity
- 10.2.7 Arts Ecosystem
- 10.2.8 Sustainable Resources

## 10.1 HOLLISTER TODAY

Hollister’s cultural life is rooted in the traditions, interests, and practices of the community. Almost every creative activity imaginable – visual art, music, dance, performance, poetry, fabric arts – can be found here. These art forms embody the ways that people tell their stories, sustain their culture, do their everyday work, and strive for a better future. People in Hollister have a thirst for learning about and participating in the arts – in their schools, in classes, in informal organizations, and in community activities.

Hollister’s fundamental goal for arts and culture is to sustain this cultural framework as the heart and soul of the community for generations to come. In addition, Hollister aspires to build on this foundation, particularly by expanding the presence of art throughout the city and by cultivating creative activities that can draw visitors to the city.



Photo by San Benito County Arts Council

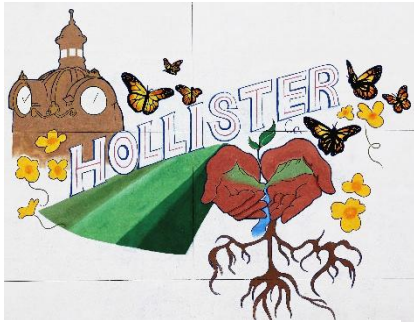


Photo by Jaquelyn Scimeca

Hollister has the following core components of an arts and culture ecosystem:

- The San Benito County Arts Council (SBCAC) is a focused but nimble nonprofit organization that provides leadership, services, and programming to the entire county, with the main arts hubs being Hollister, Aromas, and San Juan Bautista. SBCAC does not receive any City or County funding; its income comes from the State, foundations, and contracted services, primarily with the local school districts.

SBCAC provides and coordinates a range of programming, including mini-grants for artists and arts organizations, general arts classes for youth and adults, special art classes for at-risk youth, professional development classes for teachers, and exhibitions in its gallery. Events include an arts month, dance week, and open studio tours. SBCAC has also coordinated public art installations in Dunne Park and on bus shelters.



Photo by San Benito County Arts Council

- Hollister's Arts and Culture Commission, established by City Council in 2021, advises Council on matters related to arts and culture in the city. The Arts and Culture Commission subsumed the City's Public Art Review Committee (PARC), which was established in 2016 to promote public art and advise the City on public art projects.
- Hollister adopted a Public Art Policy in 2016. The policy outlines the process by which the City, under the guidance of PARC, can acquire, install, maintain, and de-accession artworks on public property.
- The Hollister School District, in collaboration with SBCAC, has made innovative commitments to art education and Gavilan College, the local community college, which provides access to art history and studio art courses.

Hollister also has a rich cross-section of practicing artists as well as community arts activities, both organized and informal:

- Cultural forms traditional to the Mexican community, such as *ballet folklórico* and *mariachi*, are especially popular. Narratives related to Hollister's agricultural history and efforts to organize agricultural workers are common.
- There are also people who cross over between car, motorcycle, and cruising culture, including people who work in related businesses, such as detailing and body work, and art forms such as muralism, sculpture, and clothing design. Motorcycle culture is also a common theme of murals.
- Public art ranges from small-scale sculpture and community murals to the artistic glass canopy of the San Benito County Superior Court building.



Photo by Jaquelyn Scimeca

Hollister has been a niche tourist destination for many decades, particularly because of its association with motorcycle and car culture. This dates back to the motorcycle tours that made their way to Hollister in the 1930s and were later popularized in the film *The Wild Ones*. With the increasing popularity of agritourism and the designation of nearby Pinnacles National Park in 2013, Hollister now has the opportunity to expand its tourist base in hopes that its unique cultural life can be part of what attracts visitors.

This General Plan seeks to ensure that arts and culture will be a fundamental contributor to the well-being of Hollister’s residents and to the city overall – supporting people’s unique forms of self-expression, forging connections throughout the community and across time, making Hollister a desirable place to live and work, and strengthening its attraction to visitors.



Photo by PlaceWorks

## 10.2 ARTS AND CULTURE ELEMENT GOALS, POLICIES, AND ACTIONS

### 10.2.1 ARTS LEADERSHIP

**GOAL AC-1** Establish and maintain strong and cooperative civic arts leadership in government, education, businesses, and nonprofit organizations.

#### POLICIES

**Policy AC-1.1** **Arts and Culture Commission.** Use the City’s Arts and Culture Commission as the primary advisor to the City Council on priorities for arts and culture planning, public art, programming, and investments.

**Policy AC-1.2** **Partnerships with Regional Artists.** Support regional artists, arts organizations, and arts leaders through partnerships with City events, programs, and projects.

#### ACTIONS

**Action AC-1.1** **Arts and Culture Staff Liaison.** Designate a City staff member to serve as a liaison to arts and culture organizations and creative enterprises, focusing on matters such as funding, event coordination, and promotion.



Photo by San Benito County Arts Council

**Action AC-1.2** **Implementation of Projects Related to Arts and Culture.** Implement arts and culture projects through agreements or partnerships with experienced artists, arts professionals, or arts organizations in the city.

### 10.2.2 CULTURAL ENVIRONMENT

**GOAL AC-2** Recognize and support the diverse creative voices and practices of people and organizations in Hollister.

#### POLICIES

**Policy AC-2.1** **City-Supported Arts and Culture Activities.** Structure City-supported arts and culture activities, such as programs and public art projects, to reflect the full breadth of the community's traditional cultural practices and creative enterprises.

**Policy AC-2.2** **Cultural Diversity and Creative Practices.** Cultivate arts and culture leadership (individual, business, organizational) that is reflective of the city's cultural diversity and creative practices.

**Policy AC-2.3** **Public Art Projects.** Organize public art projects and calls to artists so that they are open to creative practices that are not traditional for public art, such as poetry and fabric arts.

**Policy AC-2.4** **Permitting and Funding for Arts and Culture.** Support exhibitions, presentations, and performances that highlight Hollister's creative community in the city's public spaces through permitting and funding.

### 10.2.3 ARTS EVERY DAY

**GOAL AC-3** Enable all Hollister residents to have broad access to the arts, and to participate in artistic activities.

#### POLICIES

**Policy AC-3.1** **City Operations that Support Arts and Culture.** Include public art, placemaking, cultural programming, and festival production in basic City operations to sustain Hollister's creative life and its cultural resources, including artists, businesses, and organizations.

ACTION

**Action AC-3.1** **Mini-Grants for Small-Scale Creative Activations.** Establish a program to provide mini-grants for small-scale creative activations, such as presentations and performances in public spaces and murals and exhibitions in indoor spaces that are open to the general public (such as libraries, parks, recreation centers, and coffee shops).

10.2.4 PLACE

**GOAL AC-4** Pursue physical planning and design strategies that support and give visual presence to the city's creative life.

POLICIES

**Policy AC-4.1** **Art in Public Space and City Infrastructure.** Incorporate public art into City infrastructure and public space projects, including small-scale enhancements of existing infrastructure.

**Policy AC-4.2** **Art as Part of Downtown Revitalization.** Incorporate art and culture actions into downtown revitalization efforts.

**Policy AC-4.3** **Public Art in Major Private Developments.** Incorporate public art into major new private development, especially downtown projects and civic/institutional projects elsewhere in the city.

**Policy AC-4.4** **Temporary Art Projects.** Encourage community-initiated temporary art projects in public spaces.

**Policy AC-4.5** **Management of City-Owned Public Art.** Develop strategies for managing public art that the City owns, including documentation, interpretation, maintenance, and conservation.

**Policy AC-4.6** **Public Art Funding.** Consider funding for public art in capital budgets and grant requests for public projects, such as parks, recreation facilities, and streetscapes.

**Policy AC-4.7** **Maintenance and Conservation Assessment.** Ensure that a maintenance and conservation assessment is conducted before new artworks are commissioned, acquired, or accepted as donations.



Photo by PlaceWorks



Photo by San Benito County Arts Council

## ACTIONS

- Action AC-4.1** **Placemaking Plan.** Create a “placemaking” plan for arts and culture-related programming and physical investments in Hollister; involve the breadth of the city’s creative community and focus on how art and design can leverage the city’s diverse cultural and historic resources and its unique urban-rural economy.
- Action AC-4.2** **Public Art Fee.** Prepare a study that evaluates and compares potential public art fee programs to be paid by new development that establish new publicly accessible art.
- Action AC-4.3** **Incentives for Art in New Private Development.** Conduct a study to explore incentives that would encourage new private development to incorporate public art or similar creative enhancements.
- Action AC-4.4** **Community-Initiated Temporary Art Installations.** Develop guidelines for proposing, reviewing, and approving community-initiated temporary art installations on public property.

## 10.2.5 ART FACILITIES

**GOAL AC-5** Ensure there are adequate facilities for the creation, presentation, and sale of art in the city.

## POLICIES

- Policy AC-5.1** **Shared-Use Arts and Culture Arrangements.** Encourage shared-use arrangements between arts and culture entities with a need for space, and public agencies, nonprofits, and private entities with space that is available for use.
- Policy AC-5.2** **Adaptive Reuse for Creative Enterprises.** Support the adaptive reuse of historic buildings for arts, culture, and creative enterprises.

## ACTIONS

- Action AC-5.1** **Arts and Culture Facilities Needs Assessment.** Retain a cultural facilities planning consultant to conduct a study of the need for arts and culture facilities and the opportunities for providing such facilities. Include an assessment of the need for a community arts center, including an evaluation of the center’s potential mission, audience, function/facility requirements, operating structure, and funding, so as to determine whether to move forward. Consider the potential for the arts center to include historical displays and exhibits.
- Action AC-5.2** **Art in Historical Resources.** Assess, on an as-needed and case-by-case basis, how Hollister’s historical assets can be repurposed for arts, culture, and creative enterprises.
- Action AC-5.3** **Live/Work Units for Artists.** Conduct a study to assess the need, opportunities, and strategies for creating artist living and working space.



Photo by San Benito County Arts Council

## 10.2.6 DESTINATION IDENTITY

**GOAL AC-6** Develop Hollister’s identity as a regional destination for arts, culture, and creative enterprises in the greater San Jose region and the San Benito, Santa Cruz, and Monterey County sub-region.

## POLICIES

- Policy AC-6.1** **Arts and Culture Strategies.** Pursue strategies that raise Hollister’s creative profile – building on its arts, culture, and historic preservation assets – and strengthen Hollister as a destination for visitors.
- Policy AC-6.2** **Programs for Arts and Culture.** Support programs that promote Hollister’s artists, creative traditions, and historic resources, including events and interpretive materials.



Photo by San Benito County Arts Council

## ACTIONS

- Action AC-6.1** **Annual Arts Festival.** Establish an annual arts festival that highlights Hollister’s culture and creativity.
- Action AC-6.2** **Arts and Culture District Study.** Conduct a study to evaluate the potential for an arts and culture district in Hollister, building consensus on location, needs, goals, and actions; consider both a downtown destination-oriented district and a broader “naturally occurring cultural district” that supports the traditional cultural practices of Hollister’s residents.

## 10.2.7 ARTS ECOSYSTEM

**GOAL AC-7** Expand Hollister’s “ecosystem” of artists, creative business, and organizations through strategic public and private actions.

## POLICIES

- Policy AC-7.1** **Murals on Private Property.** Continue to allow free expression through murals on private property, while prohibiting murals for advertising.
- Policy AC-7.2** **Placemaking, Creativity, and Activities.** Support placemaking, creative enterprises, and destination arts and culture activities.

## ACTION

- Action AC-7.1** **Development Process Study.** Conduct a study to identify, explore, and resolve permitting zoning, and licensing issues that affect arts, culture, and entertainment activities downtown; including indoor and outdoor business spaces, public spaces, vacant spaces, artist living and work spaces, and pop-up activities.



Photo by PlaceWorks

## 10.2.8 SUSTAINABLE RESOURCES

**GOAL AC-8** Develop ongoing funding streams for arts and culture programming and for long-term capital investments related to arts and culture.

### POLICIES

**Policy AC-8.1** **Sustainable Funding for Arts and Culture.** Support efforts to develop sustainable funding streams for arts and culture activities in Hollister.

### ACTIONS

**Action AC-8.1** **Public and Private Funding Sources.** Conduct a study to identify public and private funding sources, including impact and permit fees, that can fund arts and culture activities (such as events and programs) and long-term cultural investments (such as facilities).

**Action AC-8.2** **Collaboration with Arts and Culture Organizations.** Assign staff to work collaboratively with arts and culture organizations to seek support from regional, state, and national funders for strategic arts and culture programs and projects.



Photo by San Benito County Arts Council

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# 11. ENVIRONMENTAL JUSTICE ELEMENT

# 11

*The Environmental Justice Element describes impacted communities and current environmental justice conditions in Hollister and sets policy direction to minimize effects of environmental hazards on impacted communities, with an emphasis on improving food and healthcare access, physical activity, and healthy neighborhoods. This section presents goals, policies, and actions for the following topics:*

- 11.2.1 Healthy Neighborhoods*
- 11.2.2 Healthy Homes*
- 11.2.3 Physical Activity*
- 11.2.4 Access to Healthy Food*
- 11.2.5 Safe and Sustainable Transportation System*
- 11.2.6 Just and Equitable Public Facilities*
- 11.2.7 Just and Equitable Parks and Recreation Access*
- 11.2.8 Air Quality in Impacted Communities*
- 11.2.9 Access to Healthcare*
- 11.2.10 Civic Engagement in Impacted Communities*

## 11.1 HOLLISTER TODAY

Throughout California and the United States, low-income communities and communities of color have experienced a combination of historic discrimination, negligence, and political and economic disempowerment. Today, these communities are struggling with both a disproportionate burden of pollution and health impacts as well as disproportionate social and economic disadvantages, such as poverty or housing instability. The City of Hollister seeks to minimize these effects in the entire community through the goals, policies, and actions called out in this Environmental Justice Element.



Photo by Jenny Knerr

### 11.1.1 OVERVIEW OF ENVIRONMENTAL JUSTICE

Environmental justice is defined in California law as the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. Environmental justice includes, but is not limited to, the following:

- The availability of a healthy environment for all people.
- The deterrence, reduction, and elimination of pollution burdens for populations and communities experiencing the adverse effects of that pollution, so that the effects of the pollution are not disproportionately borne by those populations and communities.
- Governmental entities engaging and providing technical assistance to populations and communities most impacted by pollution to promote their meaningful participation in all phases of the environmental and land use decision-making process.
- The meaningful consideration of recommendations from populations and communities most impacted by pollution in making environmental and land use decisions.

Environmental justice issues often emerge from structural or geographic inequities that negatively affect disadvantaged communities. “Impacted communities” are low-income areas that are disproportionately affected by environmental pollution and other hazards that can lead to negative health effects, exposure, or environmental degradation. Structural inequity arises from a neighborhood’s ongoing lack of representation and participation in the City’s decision-making process, despite direct impacts on their neighborhood. This embeds bias in the decision-making process and marginalizes the neighborhoods that must overcome barriers to entry. Geographic inequities may arise in neighborhoods with higher percentages of racial or ethnic minority households and lower-income households when those residents bear a disproportionate burden of the region’s environmental hazards and corollary health conditions.

An Environmental Justice Element must address public health risks, focusing on minimizing the burdens disproportionately borne by impacted communities. Environmental justice goals, policies, and objectives must do the following:

- Reduce the unique or compounded health risks in impacted communities by reducing pollution exposure and promoting public improvements, public services, community amenities, food access, safe and sanitary homes, and physical activity.

- Promote civic engagement in the public decision-making process.
- Prioritize improvements and programs that address the needs of impacted communities.

State law allows environmental justice issues to be incorporated in a stand-alone Environmental Justice Element, or in the various elements of a General Plan. The City of Hollister has elected to emphasize the importance of environmental justice by preparing a separate element rather than integrating environmental justice policies into existing General Plan elements. Other General Plan elements also contain policies and actions that support environmental justice, for example by supporting the creation of walkable communities to ensure that all needed services are in close proximity to residents in all neighborhoods and by minimizing exposure to hazardous materials.

#### 11.1.2 IMPACTED COMMUNITIES IN HOLLISTER

Senate Bill (SB) 1000 takes its definition of impacted communities from Health and Safety Code Section 39711 and allows the use of the State's CalEnviroScreen tool as the primary screening method for identifying impacted communities. CalEnviroScreen quantifies a range of factors related to the combination of pollution burden and population characteristics (such as poverty, educational attainment, or age) and arrives at a score for every census tract. In general, the higher the score, the more impacted a community is. Census tracts in the highest quartile of scores (75 to 100) are considered to be impacted communities under SB 1000. In Hollister, no Census tracts are categorized by CalEnviroScreen 4.0 as impacted communities based on their cumulative score as shown in Figure EJ-1.

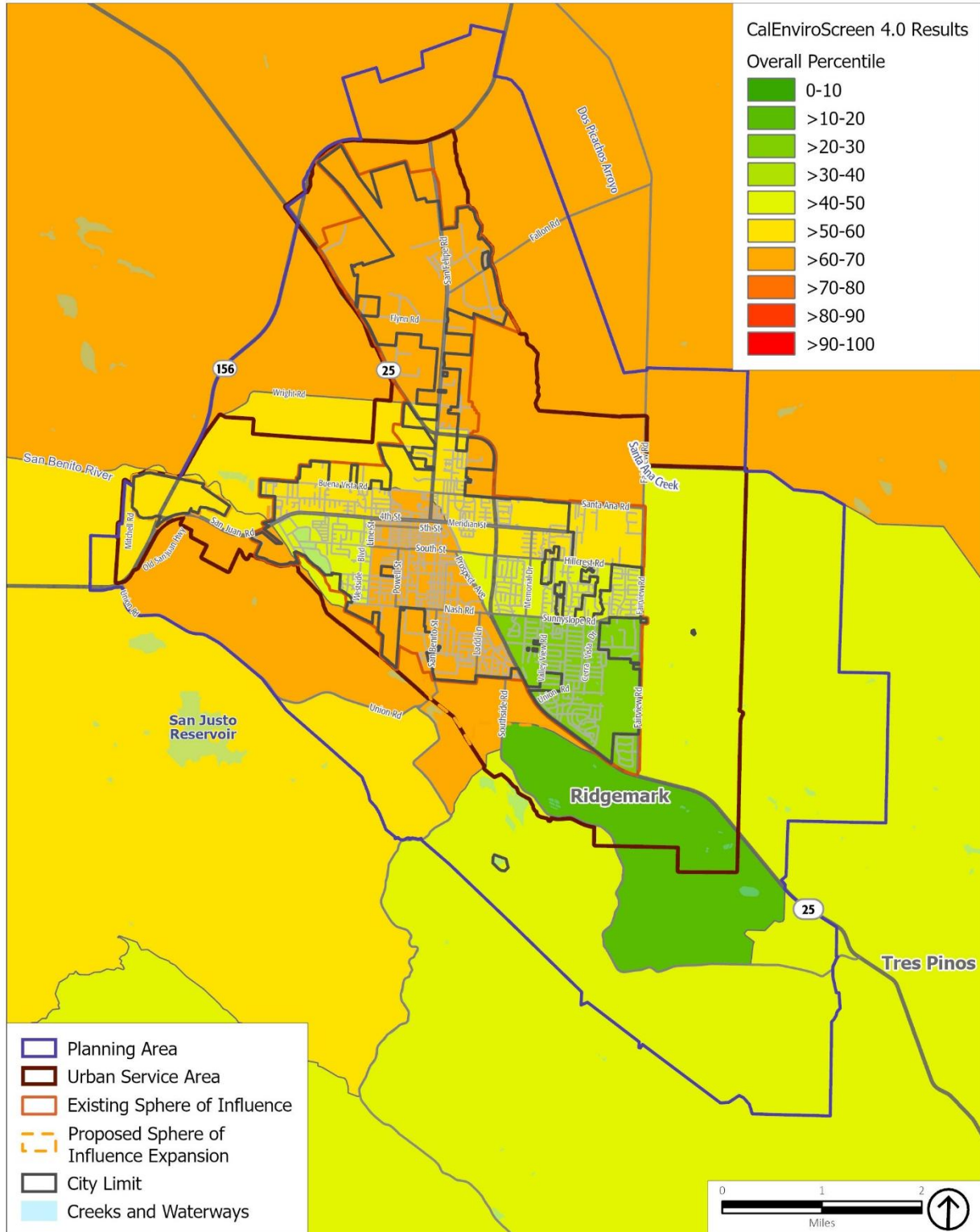
However, there are three census tracts in the city, mapped in Figure EJ-2, that have a CalEnviroScreen 4.0 "population characteristic score" over 75 percent. The population characteristic score is a relative percentile score of the eight health and socioeconomic indicator scores that appear in the CalEnviroScreen model: asthma, cardiovascular disease, low birth weight, poverty, housing burden, unemployment, educational attainment, and linguistic isolation. Thus, the population characteristic score omits the pollution exposure indicators (which is included in the overall CalEnviroScreen analysis) because there were no areas in the city that had a pollution burden score over 75 percent, but it considers all of the sensitive and socioeconomic population metrics that are included in CalEnviroScreen. The three census tracts in Hollister with a population characteristic score over 75 percent are:

- Buena Visa Road Corridor (Census Tract 6069000300) Score: 84 percent
- South of San Juan Hollister Road (Census Tract 6069000701) Score: 82 percent
- Old Town/Downtown Hollister (Census Tract 6069000400) Score: 79 percent



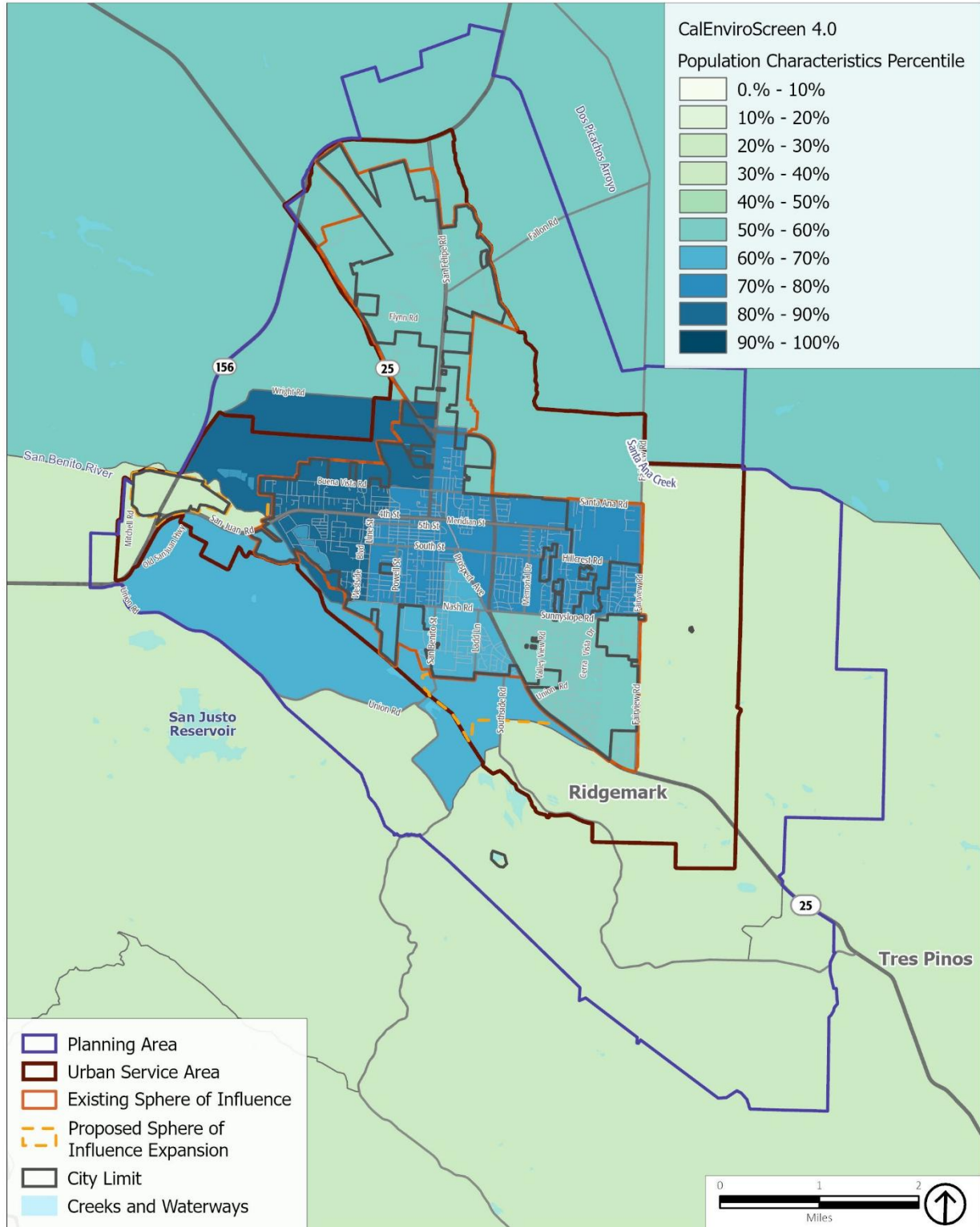
Photo by San Benito County Arts Council

Figure EJ-1 CalEnviroScreen 4.0 Overall Percentiles



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; OEHHA 2021

Figure EJ-2 CalEnviroScreen 4.0 Population Characteristics



Source: ESRI, 2020; PlaceWorks, 2025; San Benito County, 2020; OEHHA 2021

As shown in Table EJ-1, the Buena Vista Road Corridor has a high score for low birth weight, cardiovascular disease, education, and unemployment. The area south of San Juan Hollister Road has a high score for cardiovascular disease, unemployment, education, and linguistic isolation. The Old Town/Downtown Hollister area has a high score for cardiovascular disease and education. All census tracts in Hollister ranked at 94 percent or higher for cardiovascular disease, meaning that the entire city has a concentration of cardiovascular disease that is worse than at least 94 percent of the state.

**TABLE EJ-1 CALENVIROSCREEN POPULATION CHARACTERISTICS SCORES BY FACTOR**

CalEnviroScreen Factor	Corridor along Buena Vista Road	Area south of San Juan Hollister Road	Old Town/ Downtown Hollister
Asthma	73	73	73
Low Birth Weight	90	31	37
Cardiovascular	98	98	98
Educational Attainment	90	86	76
Linguistic Isolation	49	80	73
Poverty	44	66	68
Unemployment	87	98	65
Housing Burden	22	51	64
<b>Percentile</b>	<b>84</b>	<b>82</b>	<b>79</b>

Source: CalEnviroScreen 4.0 Population Characteristics Indicator Map, April 2022.



Photo by Hollister Parks and Recreation Staff

Although the City of Hollister is not required to prepare an Environmental Justice Element per SB 1000 (since there are no census tracts in the city that exceed the 75 percent cumulative CalEnviroScreen threshold), the City would like to ensure that this General Plan gives appropriate consideration to any impacted community in Hollister. This Environmental Justice Element has been prepared to help improve the socioeconomic and sensitive population indicators identified in the three census tracts with population characteristic scores of 75 or higher. Therefore, this element includes policy direction for:

- Healthy neighborhoods
- Healthy homes
- Physical activity
- Access to healthy food
- Safe and sustainable transportation system

- Just and equitable public facilities
- Just and equitable parks and recreation access
- Air quality in impacted communities
- Access to healthcare
- Civic engagement in impacted communities

## 11.2 ENVIRONMENTAL JUSTICE ELEMENT GOALS, POLICIES, AND ACTIONS

The following section provides goals, policies, and actions relating to environmental justice.

### 11.2.1 HEALTHY NEIGHBORHOODS

**GOAL EJ-1** Ensure impacted communities are not disproportionately burdened by environmental pollution or other hazards.

#### POLICIES

**Policy EJ-1.1** **Exposure to Pollutants.** Reduce exposure to pollutants in impacted communities by prohibiting the co-location of incompatible land uses.

**Policy EJ-1.2** **Community Benefits Agreements.** Pursue community benefits agreements (CBAs) for projects negatively affecting an impacted community, negotiated with input from both the community and the project applicant. The primary objective of these CBAs is to mitigate project impacts to the greatest extent possible, which could include mitigations exceeding the requirements of the California Environmental Quality Act. Secondly, to compensate for impacts that cannot be fully mitigated, these CBAs should secure community benefits that exceed the value of the project impacts and support the community vision.

**Policy EJ-1.3** **New Developments.** To support the findings necessary to approve all residential developments greater than 40 units and nonresidential development greater than 10,000 square feet, require applicants to submit documentation demonstrating how the project will promote environmental justice and health, including how the project will ensure the following:

- It will not adversely impact the community or place undue burden of development impacts on the community;
- It will provide benefits that support the community goals, as expressed directly by the community;
- It will provide economic opportunities for the community, for example if the project requires prevailing wage, hires locally, creates high-quality jobs, adds tax revenue, etc.;
- It will provide infrastructure necessary to support the population increase;
- It will neither directly nor indirectly cause unwelcome, permanent displacement of existing residents or businesses in the community; and
- It will avoid direct and indirect negative impacts on health and the quality of life and health of residents in the community.

ACTIONS

**Action EJ-1.1** **Community Benefits Agreements Process.** Establish the process to implement a community benefits program.

**Action EJ-1.2** **Project Review Criteria.** With input from residents of impacted communities, develop criteria to be used in the project review process to evaluate how new development supports the City's environmental justice and health goals.

**Action EJ-1.3** **CalEnviroScreen Review.** Review CalEnviroScreen upon each update to determine if there are impacted communities in Hollister. If CalEnviroScreen identifies new impacted communities, this element shall be updated accordingly.

## 11.2.2 HEALTHY HOMES

**GOAL EJ-2** Provide universal access to safe and sanitary homes.

### POLICIES

**Policy EJ-2.1** **No Net Loss of Affordable Housing.** Ensure that future improvements in impacted communities will not result in a net loss of affordable housing or significant displacement of residents.

**Policy EJ-2.2** **Housing Repair and Rehabilitation.** Expand efforts to prompt repair and rehabilitation of all substandard housing in impacted communities.

**Policy EJ-2.3** **Affordable and Transitional Housing.** Coordinate with residents of impacted communities, Housing Authority of the County of Santa Cruz, affordable housing developers, and other organizations to transition vacant, unentitled land in impacted communities into affordable and transitional housing and shared equity models, which could include many types of innovative housing products. This should include homeownership opportunities to help residents build intergenerational wealth.



Photo by David Mirrione

### ACTION

**Action EJ-2.1** **First-Time Homebuyer Program.** Expand the City's first-time homebuyer program to provide more information and assistance, prioritizing outreach in impacted communities to spread awareness of the program.

## 11.2.3 PHYSICAL ACTIVITY

**GOAL EJ-3** Create safe, welcoming neighborhoods that support physical activity and a healthy environment for residents of all physical capabilities.

### POLICIES

**Policy EJ-3.1** **Physical Activity.** Support safe and well-maintained neighborhood fitness centers, open spaces, and parks to encourage residents to participate in fitness activities.

**Policy EJ-3.2** **Health Fairs.** Support health fairs and other events that promote active living, healthy habits, and physical activity.

ACTIONS

**Action EJ-3.1** **Accessible Design.** Update the project review process to require principles of universal and barrier-free design so that people of all physical abilities can enjoy mobility and accessibility in their communities.

**Action EJ-3.2** **City-Supported Fitness Programs.** Identify ways the City can support fitness programs, such as subsidized City recreation program fees, providing free childcare at City recreation programs, etc.

11.2.4 ACCESS TO HEALTHY FOOD

**GOAL EJ-4** Expand convenient access to fresh, healthy, and affordable food and related resources to reduce food insecurity.

POLICIES

**Policy EJ-4.1** **Affordable and Nutritious Food.** Promote projects that would improve access to affordable and nutritious food by allowing and encouraging local food production, micro agriculture, edible landscapes in public and private areas, rooftop gardens, community gardens, urban farms, farmers' markets, food banks/pantries, and community kitchens on vacant or underutilized lands, including City-owned land.

**Policy EJ-4.2** **Food Access.** Maximize multimodal access to fresh food in Hollister, prioritizing bicycle and pedestrian access, by encouraging grocery stores, healthy corner stores, community gardens, and outdoor markets at locations throughout Hollister.

ACTIONS

**Action EJ-4.1** **Food Resources Inventory.** Inventory and map food resources in the city. As part of the inventory, account for walking, bicycling, and transit access.



Photo by PlaceWorks

- Action EJ-4.2** **Food Deserts.** Identify food deserts in Hollister and establish incentives to locate food markets and related uses in these areas.
- Action EJ-4.3** **Streamlined Permitting Process.** Update the Zoning Code to streamline permitting of grocery stores and markets.
- Action EJ-4.4** **Urban Gardening Ordinance.** Establish an urban gardening ordinance that identifies where commercial and private urban gardening are allowed in Hollister and the allowed agricultural uses permitted to occur in these areas.

#### 11.2.5 SAFE AND SUSTAINABLE TRANSPORTATION SYSTEM

**GOAL EJ-5** Create a transportation system that accommodates and encourages active, safe, reliable, comfortable, convenient, affordable, and resilient multi-modal travel options for all city residents, businesses, and visitors.

#### POLICIES

- Policy EJ-5.1** **Truck Routes.** Reduce exposure to pollutants in impacted communities by restricting truck routes in these communities where feasible.
- Policy EJ-5.2** **Transportation Improvements.** Prioritize transportation projects and programming, especially traffic-calming measures, in areas where they will be most impactful.
- Policy EJ-5.3** **Energy-Efficient Street Lighting.** Prioritize provision of energy-efficient street lighting for traveler safety and comfort in impacted communities, consistent with community desires.
- Policy EJ-5.4** **Safe Transportation to School.** Work with school districts, neighborhood groups, and the County's Safe Routes to School Program to prioritize safe and active modes of transportation to schools and related facilities in impacted communities.

## ACTIONS

- Action EJ-5.1** **Maintenance of Transit Facilities.** Develop a system to allow residents, particularly in impacted communities, to notify the City and other responsible agencies when transit shelters and amenities, other transportation infrastructure, and street furniture (i.e., benches, garbage cans, and water fountains) are in a state of disrepair. Encourage and promote use of this reporting program in impacted communities.
- Action EJ-5.2** **Citywide Transit Shelter Program.** Develop a uniform citywide transit shelter program in collaboration with transit providers, including maintenance and best practices in accessibility.
- Action EJ-5.3** **Accessible Transit.** Pursue funding and other resources to implement plans or initiatives that expand the hours of operation, operational boundaries, convenience, and quality of accessible transit to improve mobility for seniors, people with disabilities, and other vulnerable populations.

## 11.2.6 JUST AND EQUITABLE PUBLIC FACILITIES

**GOAL EJ-6** Build and maintain public facilities, infrastructure, and services that meet the needs of, and are accessible to, residents of impacted communities.

## POLICIES

- Policy EJ-6.1** **Public Facilities for All Users.** Ensure facilities and services, including open space, meet the needs of all users.
- Policy EJ-6.2** **Prioritization of Infrastructure Improvements and Recreational Programs.** Systematically prioritize infrastructure improvements, including those increasing accessibility to open space, that serve impacted communities and respond to the needs identified by those communities.
- Policy EJ-6.3** **Code Enforcement and Building Maintenance.** Prioritize code enforcement resources to keep impacted communities safe and clean, emphasizing enforcement actions on issues identified by the community.



Photo by Hollister Parks and Recreation Staff

- Policy EJ-6.4** **Safe Neighborhoods.** Undertake community planning efforts that improve personal and property safety in impacted communities.
- Policy EJ-6.5** **Coordination with Service Providers.** Advocate for and coordinate with various service providers (e.g., water, sewer, transit, and recreation districts) for proper planning, maintenance, and implementation of services and infrastructure to ensure efficient and effective service delivery in impacted communities.
- Policy EJ-6.6** **Urban Greening in Public Projects.** Seek opportunities for urban greening and green infrastructure in public projects, including sustainable/green street projects in impacted communities that support the community's goals.
- Policy EJ-6.7** **Community Clean-Up.** Partner with community organizations and solid waste franchise collection haulers to maximize participation in community clean-up days and residential on-call garbage pick-ups in impacted communities. Encourage community participation by holding these events in conjunction with other community events.

#### ACTIONS

- Action EJ-6.1** **Community-Desired Public Facilities and Services.** Conduct a study to consider establishing funding and financing mechanisms in impacted communities to provide and maintain community-desired public facilities and services. These could be City- or community-initiated, and include business improvement districts, green benefit districts, and similar mechanisms.



Photo by Hollister Parks and Recreation Staff



Photo by David Mirrione

## 11.2.7 JUST AND EQUITABLE PARKS AND RECREATION ACCESS

**GOAL EJ-7** Provide convenient access to safe and well-maintained recreational activities, programs, parks, and open space in impacted communities.

### POLICIES

**Policy EJ-7.1** **Equitable Distribution of Parks.** Ensure that all areas of the city are within a half-mile radius of a City park.

**Policy EJ-7.2** **Outdoor Physical Activity Barriers.** Work to remove barriers to outdoor physical activity in impacted communities.

**Policy EJ-7.3** **Multi-Modal Connections to Parks and Recreational Facilities.** Provide multi-modal connections to parks, green space, recreational facilities, trails, and natural environments for residents of impacted communities.

**Policy EJ-7.4** **Maintenance of Local Parks.** Support local community groups and volunteer organizations in efforts to improve and maintain local parks, trails, and other public spaces in impacted communities, for example through an Adopt-A-Trail program.

**Policy EJ-7.5** **Access to Open Space.** Provide access to open space for all residents in a manner that considers social, economic, and racial equity.

### ACTIONS

**Action EJ-7.1** **Park and Recreational Facility Improvements.** Establish a program to improve parks and recreational facilities in impacted communities and seek funding to support this program.

## 11.2.8 AIR QUALITY IN IMPACTED COMMUNITIES

**GOAL EJ-8** Ensure access to healthy air quality for all communities so that no community bears the disproportionate burden of environmental hazards and health risks.

### POLICIES

- Policy EJ-8.1** **Health Impact Assessment.** Require a Health Impact Assessment, including consideration of truck traffic impacts, for any project that could potentially affect health conditions for sensitive receptors and/or in impacted communities, and require appropriate mitigation based on the findings of the assessment.
- Policy EJ-8.2** **Natural Landscapes in Impacted Communities.** Support protection, restoration, and enhancement of natural landscapes in and near impacted communities.
- Policy EJ-8.3** **Offsetting Benefits.** Require that any mitigation of air quality impacts on an impacted community that relies on offsets obtains the offsets from sources as near to the project site as possible.

## 11.2.9 ACCESS TO HEALTHCARE

**GOAL EJ-9** Provide access for all residents to healthcare facilities and other important community health amenities.

### POLICIES

- Policy EJ-9.1** **Health Centers and Providers.** Support the development of healthcare centers and healthcare providers, including mental health specialists, and avoid the concentration of health centers in any one neighborhood.
- Policy EJ-9.2** **Health Service Access.** Work with San Benito County Public Health and local providers to enhance access to and information about all forms of health services for residents of impacted communities.
- Policy EJ-9.3** **Transit.** Work with healthcare providers and transit agencies to ensure that there are transit stops within a quarter-mile of all medical facilities.

**Policy EJ-9.4** **Preventative Healthcare.** Work with San Benito County Public Health on preventative healthcare initiatives, such as nutrition education, promoting fitness, and limiting the concentration of tobacco and liquor stores in any one neighborhood.

ACTIONS

**Action EJ-9.1** **Development Review Process for Healthcare Facilities.** Review the development review process for medical facilities and identify strategies to streamline the permitting process for healthcare facilities.

11.2.10 CIVIC ENGAGEMENT IN IMPACTED COMMUNITIES

**GOAL EJ-10** Facilitate meaningful and respectful engagement with impacted communities so that residents have strong voices to communicate needs and solutions.



Photo by PlaceWorks

POLICIES

**Policy EJ-10.1** **Community Vision.** Support community-driven or community-led initiatives in impacted communities that work toward establishing and realizing the community's vision.

**Policy EJ-10.2** **Community Outreach.** Conduct meaningful outreach and engagement early in the planning process for projects that would affect impacted communities, as follows:

- Prepare public notices in the predominant language(s) spoken in the community and provide interpretation services at meetings as needed.
- Make public notices and other important documents easy to understand and available in print at local libraries, community centers, or other gathering places.
- Use a wide array of methods to inform community members of opportunities to participate, such as the City website, social media, texts, banners, mailers, and flyers.
- Use supplemental outreach approaches that are appropriate for the participating community.
- Schedule, format, and locate community workshops and meetings to be convenient for community members – both in-person and online.

- Use social media, virtual meeting platforms, recorded meetings, and other communication techniques for those without time or ability to attend public meetings.
- Consider data that reflects the economic, gender, age, and racial diversity of the affected population.
- Clearly explain potential adverse impacts of a proposed project in plain language that is easily understood by the participating community.

**Policy EJ-10.3** **Information Access Options.** Provide community engagement and information access options for those without access to computers or internet. Use public libraries and community centers as a resource for making information available.

**Policy EJ-10.4** **Community-Driven Events.** Support community-driven events, such as festivals, farmers' markets, block parties, the local artist community, and community service days, that support social connections, neighborhood identity, and environmental stewardship.

**Policy EJ-10.5** **Applicant-Led Public Meetings.** Require project applicants of projects with 40 units or more or larger than 10,000 square feet of nonresidential uses to hold a community meeting to seek input on the proposed project.



Photo by Hollister Parks and Recreation Staff

## ACTIONS

**Action EJ-10.1** **Public Participation.** Establish a public participation process in City planning projects that focuses on impacted communities.

**Action EJ-10.2** **Notification of Major Projects.** Establish a process to notify and engage community members, organizations, and leaders when City planning decisions on major projects are being considered in or adjacent to impacted communities.

**Action EJ-10.3** **Staff Liaison.** Designate a particular City staff person to serve as a City liaison to impacted communities.

**Action EJ-10.4 Outreach Services.** Develop a centralized outreach services department for the City to support all City departments with language interpretation, translation services for written documents, and sign language services for public meetings and interacting with the public.

# 12. ABBREVIATIONS AND GLOSSARY

# 12

The following list includes acronyms and abbreviations used in this General Plan. The list of definitions that follows serves as a glossary to explain the technical terms used in this General Plan. Definitions come from several sources, including the California Office of Planning and Research, the California Institute for Local Government, and the American Planning Association's *Glossary of Zoning, Development, and Planning Terms*.

## ABBREVIATIONS

AB	Assembly Bill
ADA	Americans with Disabilities Act
ADU	accessory dwelling unit
AIA	Airport Influence Area
ALUC	Airport Land Use Commission
ALUCP	Airport Land Use Compatibility Plan
AMBAG	Association of Monterey Bay Area Governments
AV	autonomous vehicle
BEU	CAL FIRE San Benito-Monterey Unit
CAL FIRE	California Department of Forestry and Fire Protection
CalEnviroScreen	California Communities Environmental Health Screening Tool
CalOES	California Governor's Office of Emergency Services
Caltrans	California Department of Transportation
CAPCOA	California Air Pollution Control Officers Association
CBA	Community Benefits Agreements
CCCE	Central Coast Community Energy
CDFW	California Department of Fish and Wildlife
CEQA	California Environmental Quality Act
CERT	Community Emergency Response Team
CFD	Community Facilities District
CIP	Capital Improvement Program

CNDDDB	California Natural Diversity Database
CUPA	Certified Unified Program Agency
CVP	Central Valley Project
dB	decibel
dba	decibel "A-Weighted"
DOT	United States Department of Transportation
du/ac	dwelling units per acre
DWR	Department of Water Resources
EAS	Emergency Alert System
EBT	Electronic Benefit Transfer
EDD	California Employment Development Department
EDIS	Emergency Digital Information System
EIR	Environmental Impact Report
EMS	Emergency Medical Service
EOC	Emergency Operations Center
EV	electric vehicle
FAR	floor-area ratio
FEMA	Federal Emergency Management Agency
FHSZ	Fire Hazard Severity Zone
FIA	Federal Insurance Administration
FIRM	Flood Insurance Rate Map
FTA	Federal Transit Administration
GHG	greenhouse gas
GIS	geographic information system
GPS	General Plan Subcommittee
HFD	Hollister Fire Department
HMA	Hollister Municipal Airport
HPD	Hollister Police Department
HRA	health risk assessment
LAFCO	Local Agency Formation Commission
Ldn	day/night average sound level
LOS	level of service
LRA	Local Responsibility Area

LSRP	Local Streets and Roads Program
MBARD	Monterey Bay Air Resources District
MGD	million gallons per day
MJHMP	Multi-Jurisdictional Hazard Mitigation Plan
MPH	miles per hour
Mw	moment magnitude
NFIP	National Flood Insurance Program
NOAA	National Oceanic and Atmospheric Administration
NPDES	National Pollutant Discharge Elimination System
ODS	Objective Design Standards
OPR	Governor’s Office of Planning and Research
PARC	Public Art Review Committee
PG&E	Pacific Gas and Electric Company
PSPS	public safety power shutoff
PV	photovoltaic
RHNA	Regional Housing Needs Allocation
RRFB	Rectangular Rapid Flashing Beacons
RV	recreational vehicle
SB	Senate Bill
SBCAC	San Benito County Arts Council
SBCIWM	San Benito County Integrated Waste Management
SBCOG	San Benito Council of Governments
SBLTA	San Benito Local Transportation Authority
SMARA	California Surface Mining and Reclamation Act
SMGB	State Mining and Geology Board
SOI	sphere of influence
SR-	State Route
SRA	State Responsibility Area
SSCWD	Sunnyslope County Water District
SVRA	State Vehicular Recreation Area
TDA	Transportation Development Act
TDM	Transportation Demand Management
TIMF	Traffic Impact Mitigation Fee

UGB	Urban Growth Boundary
USFWS	United States Fish and Wildlife Service
VMT	vehicle miles traveled
WUI	wildland-urban interface

## TERMINOLOGY

**Acreage.** The land area that exists prior to any dedications for public use, health, and/or safety purposes.

**Action.** A measure, procedure, or technique that helps the City achieve a specific goal. An action is something concrete that can and will be completed. (see "Goal")

**Adaptation.** Making changes in response to current or future conditions (such as the increased frequency and intensity of climate-related hazards), usually to reduce harm and take advantage of new opportunities.

**Adaptive Management.** A flexible, iterative decision-making process that can be adjusted in the face of uncertainties as outcomes from management actions and other events become better understood.<sup>1</sup>

**Adverse Impact.** A negative consequence for the physical, social, or economic environment resulting from an action or project.

**Affordability, Housing.** The relation of housing costs to household income.

**Affordable Housing.** An affordable for-sale housing or affordable rental housing affordable to households whose incomes do not exceed one hundred twenty percent (120%) of the area median income (moderate – or lower – income households).

**Archaeological Resource.** Material evidence of past human activity found below the surface of ground or water, portions of which may be visible above the surface.

**Arterial.** Arterial streets connect the regional roadway network with the city street network. Most intersections along arterials are signalized, often with a coordinated and interconnected signal system.

**Asset.** A valued feature of a community that may be harmed by climate change. Assets may include buildings, infrastructure, community services, ecosystems, and economic drivers.

**Atmospheric River.** Long, narrow band of tropical moisture that gets carried along mid- and upper- parts of the atmosphere. These "rivers in the sky" can transport significant amounts of water vapor from tropical regions near the equator to mid-latitude locations like northern California.

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<sup>1</sup> U.S. Department of the Interior, 2009. *Adaptive Management, The U.S. Department of the Interior Technical Guide*, page 5.

**Bicycle Class Facilities:** A classification system for bicycle paths and roadways identified in the California Highway Design Manual.

**Class I Bike Bath.** Shared-use paths provide a completely separate right-of-way and is designated for the exclusive use of bicycles and pedestrians with vehicle and pedestrian crossflow minimized.

**Class II Bike Lane.** Standard bike lanes are lanes for bicyclists adjacent to the outer vehicle travel lanes. These lanes have special lane markings, pavement legends, and signage. Bike lanes can be enhanced with green paint or a buffer and are generally five feet wide.

**Class III Bicycle Route.** Shared lanes or bicycle routes are designated by signs or pavement markings for shared use between cyclists and motor vehicles. Bike routes serve either to provide continuity to the bicycle facilities or designate preferred routes for cyclists through high-demand corridors. These facilities can incorporate traffic-calming elements that prioritize bicycle traffic to allow for a more comfortable cycling experience.

**Class IV Cycle Track.** Cycle Tracks provide a right-of-way designated exclusively for bicycle travel within the roadway and which are protected from other vehicle traffic with devices, including, but not limited to, grade separation, flexible posts, inflexible physical barrier, or parked cars.

**Buffer.** An area established between potentially conflicting land uses, which, depending on the potential impact, may use landscaping or structural barriers such as setbacks or roads.

**Building.** A habitable structure. (see “Structure”)

**Building Code.** Standards adopted by the State governing the construction, alteration, demolition, occupancy, or other use of buildings used for human habitation. The State regulations are substantially the same as those contained in the most recent editions of the Uniform Building Code, Uniform Housing Code, Uniform Plumbing Code, Uniform Mechanical Code, and the National Electric Code. Local governments may have stricter standards under certain circumstances.

**California Environmental Quality Act.** Legislation and corresponding procedural components established in 1970 by the State of California to require environmental review for projects anticipated to result in adverse impacts to the environment. (see “Environmental Impact Report”)

**Capital Improvement Program.** A program that schedules permanent improvements, usually for a minimum of five years in the future, that fits the projected fiscal capability of the local jurisdiction. The program generally is reviewed on an annual basis for conformance to and consistency with the General Plan.

**Carbon Neutral.** Reducing greenhouse gas (GHG) emissions to zero, either by entirely eliminating all GHG emissions or by balancing out all remaining GHG emissions through carbon removal practices so that the "net" emissions are zero.

**City.** City with a capital "C" generally refers to the City government or administration. City with a lower case "c" may mean any city or may refer to the geographical area.

**City Limits.** The legal boundaries of the geographical area subject to the jurisdiction of the City of Hollister's government. For example, development applications for properties located within the City Limits must be reviewed by the City.

**Climate Change.** A change in the state of the climate that can be identified by changes in the mean and/or the variability of its properties, and that persists for an extended period, typically decades or longer. In the context of this plan, this term refers to changes brought on by human activities.

**Collectors.** Collectors link neighborhoods together and allow travelers to reach places outside of their neighborhoods. They have higher speeds than local streets and can handle more traffic volume. Collectors are often important segments of bikeway networks.

**Compatible.** Capable of existing together without conflict or ill effects.

**Complete Street.** A transportation facility that is planned, designed, constructed, operated, and maintained to provide comfortable and convenient mobility, and improve accessibility and connectivity to essential community destinations for all users and abilities, regardless of whether they are travelling as pedestrians, bicyclists, wheelchair users, public transportation riders, or drivers. Complete streets are especially attuned to the needs of people walking, using assistive mobility devices, rolling, biking, and riding transit.

**Community Benefits Agreement.** A Community Benefits Agreement is a contract between a developer and community-based organizations representing residents' interests. The agreement spells out the benefits the community will receive in return for supporting the developer's project in their neighborhood.

**Community Facilities District (CFD).** A special district that is formed to offset the costs of providing public safety services to areas of new development through the levy of special taxes.

**Conservation.** The management and use of natural resources in a sustainable manner. Conservation results in land and water areas that are durably protected and managed to sustain functional ecosystems, both intact and restored, and the diversity of life they support.

**Cultural Resource.** A historic, archaeological, tribal, or paleontological resource or human remains. Cultural resources include tribal cultural resources, as defined in California Public Resources Code Section 21074, regardless of whether a tribe is federally recognized.

**Decibel.** A unit used to express the relative intensity of a sound as it is heard by the human ear. The lowest volume a normal ear can detect under laboratory conditions is 0 decibel (dB), the threshold of human hearing. Since the decibel scale is logarithmic, 10 decibels are 10 times more intense, and 20 decibels are 100 times more intense than 1 db.

**dBA.** The “A-weighted” scale for measuring sound in decibels, which weighs or reduces the effects of low and high frequencies to simulate human hearing. Every increase of 10 dBA doubles the perceived loudness, even though the noise is actually 10 times more intense.

**Dedication.** The turning over by an owner or developer of private land for public use, and the acceptance of land for such use by the governmental agency having jurisdiction over the public function for which it will be used. Dedications for roads, parks, school sites, or other public uses are often required by a city or county as conditions for approval of a development. (see “In-Lieu Fee”)

**Density.** The number of permanent residential dwelling units per acre of land (du/acre). Densities specified in this General Plan are expressed in dwelling units per gross acreage, excluding land area which may be devoted to public right of way including roadways.

**Development Review.** The comprehensive evaluation of a development and its impact on neighboring properties and the community as a whole, from the standpoint of site and landscape design, architecture, materials, colors, lighting, and signs, in accordance with a set of adopted criteria and standards.

**Development.** The physical extension and/or construction of non-farm land uses. Development activities include subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of septic systems; grading; deposit of refuse, debris, or fill materials; and clearing of natural vegetative cover (with the exception of agricultural activities). The construction of a single-family home on an

existing lot, and routine repair and maintenance activities, are not considered development.

**Development Fees.** Direct charges or dedications collected on a one-time basis for a service provided or as a condition of approval being granted by the local government. The purpose of the fee or exaction must directly relate to the need created by the development. In addition, its amount must be proportional to the cost of the service or improvement. Fees can be broken down into two major classes: 1) service charges such as permit fees covering the cost of processing development plans, connection or standby fees for installing utilities, or application fees for reviewing and considering development proposals; and 2) "impact" fees levied on new development to cover the cost of infrastructure or facilities necessitated by development. (See "Impact fee")

**Duplex.** A free-standing house divided into two separate living units or residences, usually having separate entrances.

**Dwelling Unit.** The place of customary abode of a person or household, which is either considered to be real property under State law or cannot be easily moved.

**Electric Vehicle.** A zero-emission vehicle that uses electricity stored in a battery to power one or more electric motors and can be plugged in at home, work, fleet, or public charging stations.

**Endangered Species, California.** A native species or sub-species of a bird, mammal, fish, amphibian, reptile, or plant, which is in serious danger of becoming extinct throughout all or a significant portion of its range, due to one or more factors, including loss in habitat, change in habitat, over-exploitation, predation, competition, or disease. The status is determined by the State Department of Fish and Game together with the State Fish and Game Commission.

**Endangered Species, Federal.** A species which is in danger of extinction throughout all or a significant portion of its range. The status is determined by the US Fish and Wildlife Service and the Department of the Interior.

**Environmental Impact Report.** A study required pursuant to the California Environmental Quality Act that assesses all the environmental characteristics of an area, determines what effects or impacts will result if the area is altered or disturbed by a proposed action, and identifies alternatives or other measures to avoid or reduce those impacts. (see "California Environmental Quality Act")

**Equity.** The state in which each individual or group is allocated or has access to the resources needed to reach an equal or fair outcome.

**Erosion.** The process by which soil and rock are detached and moved by running water, wind, ice, and gravity.

**Evacuation Route.** A roadway designated in the General Plan as a potential recommended route to travel when evacuating from a hazardous condition.

**Evacuation-Constrained Areas.** Areas that do not have at least two ingress/egress routes and are located on a single access road.

**Exposure.** The presence of people, infrastructure, natural systems, and economic, cultural, and social resources in areas that are subject to harm.

**Farmers' Market.** A mobile or non-mobile market: (1) operated by a local government agency, one or more certified producers, or a nonprofit organization; (2) certified by and operating in a location approved by the County Agricultural Commissioner; and (3) where farmers sell directly to consumers agricultural products or processed products made from agricultural products that the farmers grow themselves.

**Farmland, Prime.** Land that has the best combination of physical and chemical characteristics for the production of crops. It has the soil quality, growing season, and moisture supply needed to produce sustained high yields of crops when treated and managed, including water management, according to current farming methods. Prime Farmland must have been used for the production of irrigated crops within the last 3 years.

**Farmland of Statewide Importance.** Land other than Prime Farmland which has a good combination of physical and chemical characteristics for the production of crops. It must have been used for the production of irrigated crops within the last 3 years.

**Farmland, Unique.** Land which does not meet the criteria for Prime Farmland or Farmland of Statewide Importance that is currently used for the production of specific high economic value crops. It has the special combination of soil quality, location, growing season, and moisture supply needed to produce sustained high quality or high yields of a specific crop when treated and managed according to current farming methods. Examples of such crops may include oranges, olives, avocados, rice, grapes, and cut flowers.

**Fault** A fracture in the earth's crust that forms a boundary between rock masses that have shifted.

**Fire Hazard Severity Zone.** An area of significant fire hazard based on fuels, terrain, weather, and other relevant hazards.

**Flood, 100-Year.** In any given year, a flood that has a 1 percent likelihood (a 1 in 100 chance) of occurring, and is recognized as a standard for acceptable risk.

**Flood, 500-Year.** In any given year, a flood that has a 0.2 percent likelihood (a 1 in 500 chance) of occurring.

**Floodplain.** The relatively level land area on either side of the banks of a stream regularly subject to flooding.

**Floor Area Ratio.** The size of a building in square feet (gross floor area) divided by gross land area, expressed as a decimal number. For example, a 60,000-square-foot building on a 120,000-square-foot parcel would have a floor area ratio of 0.50. The FAR is used in calculating the building intensity of nonresidential development.

**Freeway.** Freeways are high-speed roadways that allow residents to reach destinations outside of the city, either by car or transit. US 101 and SR 92 run through the city, while I-280 is located just west of the SOI.

**Garden, Community.** A shared, semi-public space where people in the surrounding neighborhood share the work and harvest of maintaining a plot of fruits, vegetables, or other plants. Community gardens provide residents with an opportunity to grow fresh produce, flowers, or other plants on land that they do not own. Community gardens can also be operated by community organizations or educational institutions to serve an educational function. Gardens operated by community organizations or educational institutions to serve an educational function, such as teaching school children about vegetables or agriculture, or assisting property owners with drought-tolerant or fire-resistant landscaping choices.

**Gateway.** A unique transition point in topography or land use that serves as an entrance to a region of the county.

**General Plan.** A compendium of City policies regarding its long-term development, in the form of maps and accompanying text. The General Plan is a legal document required of each local agency by the State of California Government Code Section 65301 and adopted by the City Council.

**Geographic Information Systems.** A combination of approaches, programs, methodologies, and technologies to gather, store, manipulate, analyze, present, and interpret spatial information and data.

**Goal.** A description of the general desired result sought by the City. Each goal has one or more policies and/or actions associated with the goal. (see "Policy" and "Action")

**Groundwater.** Water that exists beneath the earth's surface, typically found between saturated soils and rock, and is used to supply wells and springs.

**Habitat.** The physical location or type of environment in which an organism or biological population lives or occurs.

**Hazard.** An event or physical condition that has the potential to cause fatalities, injuries, property damage, infrastructure damage, agricultural losses, damage to the environment, interruption of business, or other types of harm or loss.

**Hazard Mitigation.** Sustained action taken to reduce or eliminate the long-term risk to human life and property through actions that reduce hazard, exposure, and vulnerability.

**Hazardous Material, Hazardous Waste:** A substance or waste that, because of its physical, chemical, or other characteristics, may pose a risk of endangering human health or safety or of degrading the environment. This does not include household hazardous waste, universal waste, or electronic waste, as they do not contain the quantity, concentration, and/or types of products significant enough to pose a substantial risk to human health and safety or to the environment.

**Horizon Year.** The year through which the General Plan is intended to be effective, or 2040.

**Household.** All persons occupying one dwelling unit.

**Human Scale.** Buildings, structures, streetscape, and other urban design elements that are of a size and proportion that relates to the size of a human in order to feel comfortable and inviting. Ground-level components such as street width, sidewalk width, entrances, windows, or columns may be human scale, as well as the overall height and massing of an individual building or group of buildings.

**Impact, Climate.** The effects (especially the negative effects) of a hazard or other condition associated with climate change.

**Implementation.** Actions, procedures, programs, or techniques that carry out a plan.

**Infill Development.** Development that occurs on vacant or underutilized land within areas that are already largely developed.

**In-Lieu Fee.** Cash payments that may be required of an owner or developer as a substitute for a dedication of land for public use, usually calculated in dollars per lot, and referred to as in-lieu fees or in-lieu contributions. (see "Dedication")

**Land Use.** The occupation or use of an area of land for any human activity or purpose.

**Land Use Designation.** One particular category in a classification series of appropriate use of properties established by the General Plan Land Use Element.

**Landslide.** Movement of soil and/or rock down a slope, which typically occurs during an earthquake or following heavy rainfall.

**Level of Service (LOS) Standard.** A standard used by government agencies to measure the quality or effectiveness of a municipal service, such as police, fire, or library, or the performance of a facility, such as a street or highway.

**Level of Service (Traffic).** A scale that measures the amount of traffic that a roadway or intersection can accommodate, based on such factors as maneuverability, driver dissatisfaction, and delay.

**Liquefaction.** The transformation of loose, wet soil from a solid to a liquid state, often as a result of ground shaking during an earthquake.

**Local Street.** Local streets make up the majority of the roadway system and typically have lower speeds and vehicular traffic volumes.

**Major Collector.** Connect local roads and streets with arterials. Major Collectors provide less mobility and are intended to serve longer trips within an urban area with higher speeds than minor collectors or local streets. They balance mobility with land access.

**Maximum Development.** Development of land to its full potential, or theoretical capacity, as permitted under current or proposed planning or zoning designations.

**Micro Agriculture.** The practice of growing and processing fresh food in an urban area.

**Micromobility.** Transportation via small, lightweight vehicles, typically electric assisted, operated by the driver, such as electric scooters and bicycles. Vehicles typically do not exceed 15 miles per hour and are often available for rent for short-range travel within a defined area.

**Mitigation.** Modification to avoid, reduce, minimize, or eliminate a negative impact. There are various types of mitigation, including environmental impact mitigation, hazard mitigation, GHG emissions mitigation, and more.

**Mixed-Use.** Any mixture of land uses, including mixtures of residences with commercial, offices with retail, or visitor accommodation with offices and retail. As distinguished from a single-use land use designation or zone, mixed use refers to an authorized variety of uses for buildings and structures in a particular area; this is also called vertical mixed-use. A type of mixed-use development where residential uses are located behind or next to non-residential uses on the same development site is called horizontal mixed use.

**Municipality.** An incorporated city or town.

**Neighborhood.** Relatively large residential areas that have some common characteristics, such as a common history, common physical characteristics (e.g., architectural style), a common meeting place, intangible characteristics (e.g., a psychological sense of cohesion), or clear physical boundaries (e.g., waterways or major roads).

**Noise Contour.** A line connecting points of equal noise level as measured on the same scale.

**Noise-Sensitive Use.** A location where people reside or where the presence of unwanted sound could adversely affect the use of land, such as residences, schools, and hospitals.

**Non-Conforming Use.** A use that was valid when brought into existence, but no longer permitted by later regulation. “Non-conforming use” is a generic term and includes: (1) non-conforming structures (because their size, type of construction, location on land, or proximity to other structures is no longer permitted); (2) non-conforming use of a conforming building; (3) non-conforming use of a non-conforming building; and (4) non-conforming use of land. Any use lawfully existing on any piece of property that is inconsistent with a new or amended General Plan, and that in turn is a violation of a Zoning Ordinance amendment subsequently adopted in conformance with the General Plan, will be a non-conforming use. Typically, non-conforming uses are permitted to continue, subject to certain restrictions.

**Open Space.** Open Space encompasses lands that essentially are unimproved and that have limited development potential due to the physical characteristics of the land, due to the land being restricted to agricultural production, due to the location of the land as a buffer between urban areas, or due to the scenic value of the land and its role in maintaining a community's sense of character or heritage.

**Parcel.** A lot, or contiguous group of lots, in single ownership or under single control, usually considered a unit for purposes of development.

**Pocket/Neighborhood Park.** A small park, typically less than a quarter acre in size.

**Placemaking.** Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that improve urban vitality and promote people's health, happiness, and well-being.

**Policy.** A specific statement that guides decision making as the City works to achieve a goal. Policies represent statements of City regulation and set the standards used by decision makers when considering proposed development and actions. A policy is ongoing and requires no further action (see “Goal”).

**Reconstruction.** Redevelopment of a building or structure after being demolished or destroyed in a disaster.

**Redevelopment.** Redevelopment includes all development projects that build new structures and land uses on a previously developed site.

**Resilience.** The capacity of any entity—an individual, community, organization, or natural system—to prepare for disruptions, recover from shocks and stresses, and adapt and grow from a disruptive experience. Community resilience is the ability of communities to withstand, recover, and learn from past disasters to strengthen future response and recovery efforts.

**Riparian.** A habitat and vegetation zone that is associated with the banks and floodplains of a river, stream, or lake. Riparian trees and shrubs are typically phreatophytes, plants whose root systems are in constant contact with groundwater.

**Riparian Habitat.** A habitat and vegetation zone that is associated with the banks and floodplains of a river, stream, or lake. Riparian trees and shrubs are typically phreatophytes, plants whose root systems are in constant contact with groundwater.

**Risk.** The potential for damage or loss created by the interaction of hazards with assets such as buildings, infrastructure, or natural and cultural resources.

**Safe Routes to School.** Pedestrian and bicycling routes that provide safe access to and from schools.

**San Benito Council of Governments.** was established in 1973. SBCOG’s jurisdiction follows the boundaries of San Benito County, and consists of three member jurisdictions, and is overseen by a board of five members - two representatives each from the San Benito County Board of Supervisors and the Hollister City Council, and one representative from the San Juan Bautista City Council. The actions of SBCOG are governed by its Joint Powers Agreement.

**Sea Level Rise.** The worldwide average rise in mean sea level, which may be due to a number of different causes, such as the thermal expansion of sea water and the addition of water to the oceans from the melting of glaciers, ice caps, and ice sheets.

**Seiche.** The oscillation of water in an enclosed body of water, typically due to ground shaking.

**Seniors.** People 65 years of age or older.

**Sensitive habitat.** Land containing unique, representative, and/or endangered plant and animal communities, or ecosystems.

**Sensitive Receptor.** A use that is highly sensitive to impacts from other uses, including homes, schools, playgrounds, sports fields, childcare centers, senior centers, hospitals, and long-term health care facilities.

**Sensitivity.** The level to which a species, natural system, community, or government would be affected by changing climate conditions.

**Solid Waste.** Unwanted or discarded material, including garbage, with insufficient liquid content to be free flowing.

**Slope, Steep.** An area with a greater than 5 percent slope.

**Specific Plan.** Under Article 8 of the Government Code (Section 65450 et seq.), a legal tool for detailed design and implementation of a defined portion of the area covered by a General Plan. A specific plan may include all detailed regulations, conditions, programs, and/or proposed legislation that may be necessary or convenient for the systematic implementation of any General Plan element(s).

**Special-Status Species.** Designated (rare, threatened, or endangered) and candidate species for listing by the California Department of Fish and Wildlife (CDFW). Designated (threatened or endangered) and candidate species for listing by the US Fish and Wildlife Service (USFWS).

**Sphere of Influence.** The probable physical boundaries and service area of a municipality or special district, as determined by the Local Agency Formation Commission of the county.

**Stormwater.** Water that comes from a storm event.

**Structure.** Anything constructed or erected on and permanently attached to land and with a roof supported by columns or walls, except buildings intended for human occupancy. (see "Building")

**Sustainability.** Meeting the needs of the present without compromising the ability of future generations to meet their own needs.

**Topography.** The configuration of a land surface, including its relief and the position of its natural and man-made features.

**Traffic Calming.** Measures designed to reduce motor vehicle speeds and to encourage pedestrian use, including narrow streets, tight turning radii, sidewalk bulbouts, parking bays, textured paving at intersections, and parkways between sidewalks and streets.

**Triplex.** A free-standing house divided into three separate living units or residences, usually having separate entrances.

**Unincorporated Area.** Land that is outside of an incorporated city. Development in the unincorporated area is subject to County jurisdiction.

**Use.** The purpose for which a lot or structure is or may be leased, occupied, maintained, arranged, designed, intended, constructed, erected, moved, altered, and/or enlarged in accordance with the City Zoning Code and General Plan land use designations.

**Wastewater.** Water that contains other elements, such as excess water from drainage or piping systems, small pathogens, organic matter, and inorganic contaminants. This term is also used to refer to water generated in industrial plants and commercial activity.

**Wetland.** An area that is inundated or saturated by surface water or groundwater at a frequency and duration sufficient to support a prevalence of vegetation typically adapted for life in saturated soil conditions, commonly known as hydrophytic vegetation.

**Wildland-Urban Interface.** An area that includes both houses and wildland vegetation, creating a significant threat to human life or property from wildfires.

**Williamson Act.** Formerly known as the California Land Conservation Act of 1965, it was designed as an incentive to retain prime agricultural land and open space in agricultural use, thereby slowing its conversion to urban and suburban development. The program entails a ten-year contract between the City or County and an owner of land whereby the land is taxed on the basis of its agricultural use rather than its market value. The land becomes subject to certain enforceable restrictions, and certain conditions need to be met prior to approval of an agreement.

**Zoning.** The division of a city by ordinance or other legislative regulation into districts or zones that specify allowable uses for real property and size restrictions for buildings constructed in these areas. Zoning implements the land use policies of the General Plan.

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**APPENDIX A**  
**HEALTH AND SAFETY ELEMENT**  
**VULNERABILITY ASSESSMENT**  
**REPORT**

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# City of Hollister

## Health and Safety Element Update

Vulnerability Assessment Report

January 2023

*Prepared for:*

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## INTRODUCTION

The City of Hollister (City) prepared this Vulnerability Assessment Report in conformance with State of California requirements to assess climate change vulnerability and address climate change adaptation and resilience as part of the General Plan Update. The goal of this requirement is to enable the community to prepare for, respond to, withstand, and recover from disruptions created or caused by climate change. This report discusses the regulatory framework and method for preparing a vulnerability assessment and incorporating adaptation and resilience into the General Plan, the climate change hazards affecting the resilience of Hollister, specific populations and assets included in the assessment, and a summary of the vulnerability assessment results. The vulnerability assessment acts as a foundation for integrating adaptation and resilience policies into the Health and Safety Element and other elements of the General Plan by developing a set of priority vulnerabilities in the City of Hollister. These policies and programs are discussed in the General Plan Implications section.

## Community Profile

The City of Hollister is in Hollister Valley in northern San Benito County, adjacent to the Diablo Range to the east and south, Gavilan Range to the west, and Flint Hills and Santa Cruz Mountains to the northwest. Hollister is approximately 4 miles north of the Hollister Hills State Vehicular Recreation Area, 16 miles south of Henry Coe State Park, and 26 miles north of Pinnacles National Park. Hollister has a Mediterranean climate, with rain in the winters and hot, dry summers. According to the General Plan Update's Existing Conditions Report, Hollister is home to approximately 39,241 residents and 11,048 households.<sup>1</sup>

The City of Hollister covers approximately 8.2 square miles (see [Figure 1](#)), which was originally home to the Ohlone and Popeloutchom (Amah Mutsun) tribal nations.<sup>2</sup> Approximately 75 percent of the city is developed, and the remaining 25 percent includes open space and agricultural lands. Land uses within the urban development of the city consist of primarily residential, with other major land uses including industrial, general commercial, and airport. Hollister is the County seat for San Benito County as well as a regional hub, offering a variety of services and job opportunities for residents in nearby communities in San Benito County.

State agencies divide California into several climate zones, and Hollister is part of Climate Zone 4. This climate zone covers the inland areas of the Central Coastal Range, which still has some ocean influence that keeps temperatures from having extreme highs and lows.<sup>3</sup> On average, annual high temperatures in Hollister range from 60 degrees Fahrenheit (°F) in January and December to 81°F between July and September. Low temperatures range from 37°F in December to 54°F in August. The city receives an average of approximately 14 inches of precipitation annually. Most precipitation falls during the winter months with rare occurrences of summer storms. The Mediterranean climate makes Hollister a prime location for agricultural production and outdoor recreation activities.

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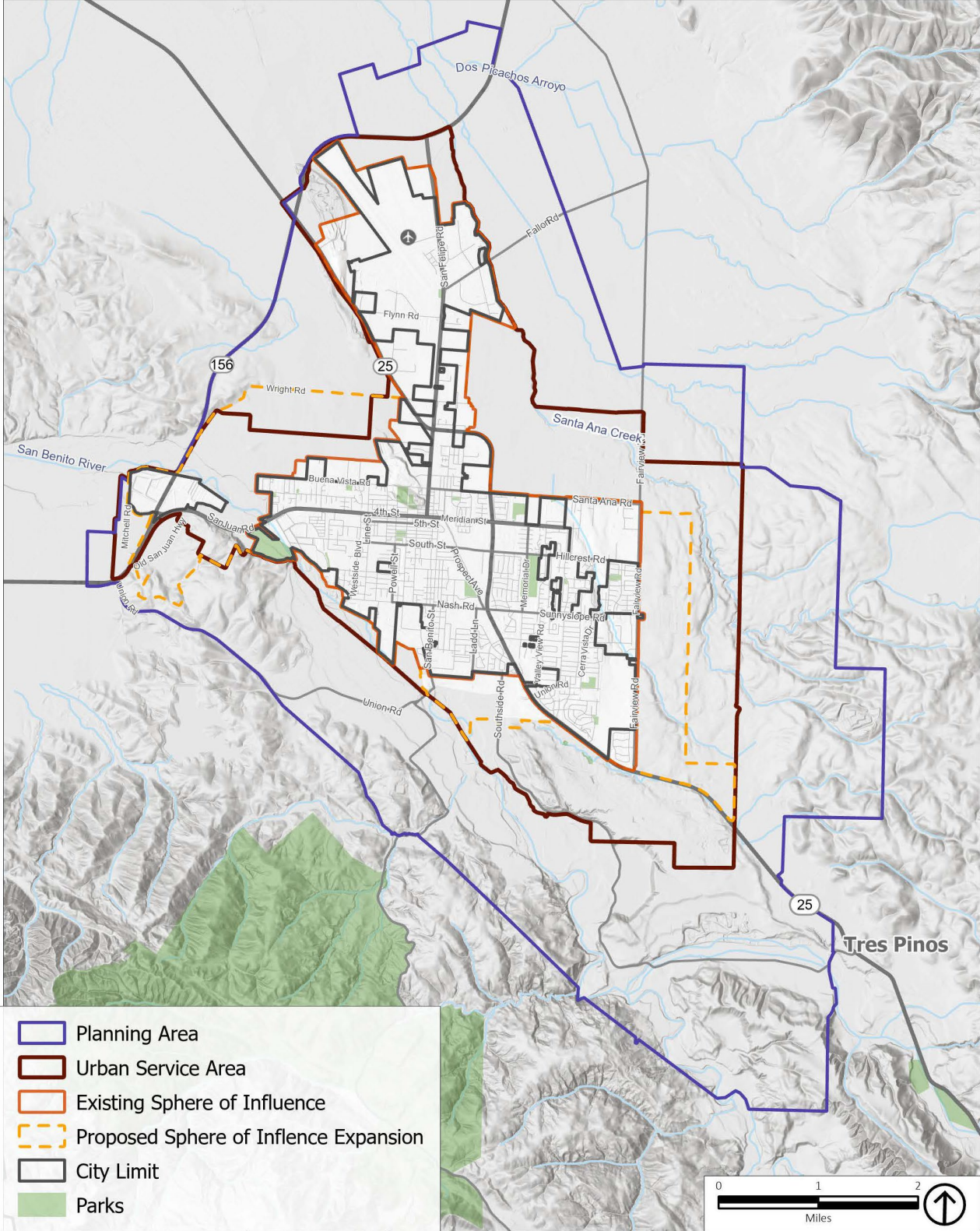
<sup>1</sup> BAE Urban Economics. 2020. Market Demand Analysis. <https://hollister2040.org/wp-content/uploads/2020/11/Hollister-GPU-Market-Demand-Analysis-11-12-20.pdf>.

<sup>2</sup> Native Land Digital. 2021. "Native Land." <https://native-land.ca/>.

<sup>3</sup> Pacific Gas and Electric Company (PG&E). 2006. "The Pacific Energy Center's Guide to California Climate Zones." [https://www.pge.com/includes/docs/pdfs/about/edusafety/training/pec/toolbox/arch/climate/california\\_climate\\_zones\\_01-16.pdf](https://www.pge.com/includes/docs/pdfs/about/edusafety/training/pec/toolbox/arch/climate/california_climate_zones_01-16.pdf).

CITY OF HOLLISTER | HEALTH AND SAFETY ELEMENT UPDATE  
 VULNERABILITY ASSESSMENT REPORT

Figure 1. Community Overview



Source: ESRI, 2020; PlaceWorks, 2023; San Benito County, 2020; USGS, 2019

Hollister’s primary transportation access is from State Route (SR-) 156 and SR-25. SR-156 connects the City of Hollister to Monterey County to the west and the Central Valley to the east. SR-25 runs north to south, connecting Hollister to Gilroy in the north and Pinnacles National Park to the south. Other major roadways include Westside Boulevard, San Benito Street, Wright Road, Buena Vista Road, Santa Ana Road, Meridian Street, South Street, Nash Road, Hillcrest Road, and Sunnyslope Road. San Benito County Express provides local and regional bus transit options.

## **Regulatory Framework**

In 2015, the State of California adopted Senate Bill (SB) 379, amending Section 65302(g) of the California Government Code to require the Safety Element of the General Plan to include more information about wildfire hazards, flooding risks, and other short-term and long-term threats posed by climate change. SB 379 requires local governments to conduct vulnerability assessments as part of their long-range public safety planning efforts and to prepare policies that will protect against harm caused by climate change. Other important updates to Section 65302(g) of the California Government Code related to Safety Elements, climate change, and resiliency, and addressed in the City’s General Plan Update, include SB 1241, SB 1035, SB 99, Assembly Bill (AB) 2140, and AB 747/1409.

- SB 1241 added Section 65302(g)(3) to the California Government Code, requiring jurisdictions in a state responsibility area or very high fire hazard severity zone to provide background, historical context, and goals, policies, and implementation measures to address wildfire risks in a community.
- SB 1035, which established Section 65302(g)(6) of the California Government Code, builds on previous legislation and requires local governments to review and update as needed their Safety Element during an update to their housing element or Local Hazard Mitigation Plan (LHMP) (or no less than every eight years). Any revisions should include updated information related to flood hazards, fire hazards, and climate adaptation and resilience.
- AB 2140 added Sections 8685.9 and 65302.6 of the California Government Code, enabling cities and counties to adopt an LHMP into its Safety Element.
- SB 99 established Section 65302(g)(5) of the California Government Code and requires jurisdictions to review and update the Safety Element to include information identifying residential developments in hazard areas that do not have at least two emergency evacuation routes.
- AB 747 added Section 65302.15 to the California Government Code (amended by AB 1409) and requires local governments to identify the capacity, safety, and viability of evacuation routes and shelters in the Safety Element or LHMP.

This Vulnerability Assessment, along with the update to the Health and Safety Element, will help the City meet the state’s requirements, in addition to increasing consistency with and integration of the General Plan and LHMP. The State prepared a guidance document, the [California Adaptation Planning Guide](#) (APG), to assist communities in addressing climate adaptation and resilience, and complying with Section 65302(g) of the California Government Code, along with guidance in the Office of Planning and Research’s *General Plan Guidelines*. The APG presents a step-by-step process for gathering the best-available climate change science, completing a climate change vulnerability assessment, creating adaptation strategies, and integrating those strategies into general plans and other policy documents. This Vulnerability Assessment is consistent with the guidance and recommended methods provided in the APG.

## CLIMATE CHANGE IN HOLLISTER

### What is Climate Change?

Climate change is a long-term change in the average meteorological conditions in an area. Currently, the global climate is changing due to an increase in greenhouse gas (GHG) emissions that trap heat near the Earth's surface. While some levels of these gases are necessary to maintain a comfortable temperature on Earth, an increased concentration of these gases due to human activity traps additional heat, changing Earth's climate system in several ways. This can create intensified or new hazardous conditions that can increase the risk of damage to critical infrastructure, injury to sensitive populations, and disruption of essential services. To have a better understanding of how a changing climate may harm Hollister, and which aspects of the community – including people, buildings and infrastructure, services, and economic drivers – are most vulnerable to its effects, City staff prepared a Vulnerability Assessment as part of preparation of the Health and Safety Element. This report presents a summary of the Vulnerability Assessment methods and results.

### Climate Change Modeling Considerations

The Intergovernmental Panel on Climate Change (IPCC), an organization that represents the global scientific consensus about climate change, identified four climate scenarios in the Fifth Assessment Report, also called Representative Concentration Pathways (RCPs), that can be used to project future conditions.<sup>4</sup> RCPs are labeled with different numbers (e.g., RCP 2.6, RCP 6) that refer to the increase in the amount of energy that reaches each square meter of Earth's surface under that scenario. The four RCPs are:

- **RCP 2.6:** Global GHG emissions peak around 2020 and then decline quickly.
- **RCP 4.5:** Global GHG emissions peak around 2040 and then decline.
- **RCP 6:** Global emissions continue to rise until the middle of the century.
- **RCP 8.5:** Global emissions continue to increase at least until the end of the century.

Projections of climate hazards from Cal-Adapt and other sources rely on climate models, which are computer simulations that forecast future climate conditions under these different RCP scenarios. It is critical for the City to account for all reasonably plausible future conditions, including the most severe of plausible conditions, which will help ensure greater resiliency from climate change. Therefore, the projections in the Vulnerability Assessment use the RCP 8.5 scenario, following State of California guidance and to be consistent with the IPCC Sixth Assessment Report. No model can project future conditions perfectly, but current models are heavily reviewed by climate scientists and can accurately reproduce observed climate conditions.

The Vulnerability Assessment also relies on the understanding that “weather” and “climate” are two different things. “Weather” describes the conditions at a particular time and place, and “climate” describes the long-term average of conditions. Because there are large variations in the weather, it is

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<sup>4</sup> The IPCC recently released “The Physical Science Basis” of the Sixth Assessment Report that updates global climate change projections for the near-term, mid-term, and long-term based on GHG emission trends from the past decade. It moves away from using RCPs, instead using five different scenarios called “shared socioeconomic pathways”, which consider socioeconomic trends underlying each scenario. This Vulnerability Assessment does not use these updated projections because at time of writing they are not available at a local scale. However, the IPCC report does reaffirm the use of projections comparable to RCP 8.5 as the suggested emission scenario to use for Cal-Adapt data.

difficult to accurately project weather conditions more than a few days in advance. However, because climate is a long-term average, it can be projected out for years or decades with a high degree of accuracy. It is important to remember that, because climate is an average, it does not say whether an event will or will not occur, only how likely it is. For example, extreme heat is likely to become more frequent in Hollister, but a year with few heat waves does not mean that this projection is wrong, because the projection only says that extreme heat days are expected to occur, on average, more often than in the past.

## Climate Change in California

The most accurate data for California-specific projections is available for the RCP 4.5 and RCP 8.5 scenarios. These scenarios help generate climate models, which are meant to simulate conditions across the globe. The model divides Earth's surface into cells using a grid, and then forecasts the conditions in each square of the grid. The size of these squares makes them suitable for projecting global conditions, but they are too big to accurately model the difference in climate across smaller areas.<sup>5</sup> Per state guidance, these models have been "downscaled" to much finer grids, which means that they have grids that are less than four miles on each side to show projections on a county or city level. The *California Fourth Climate Change Assessment* and Cal-Adapt provide a foundation of climate change science and downscaling for the state. The State of California has also developed a comprehensive set of reports and tools that local jurisdictions can use to assess climate change hazards and how to prepare for these hazards. The State-provided reports and tools that were used in the Vulnerability Assessment include:

- Cal-Adapt.org
- *California Fourth Climate Change Assessment* (statewide and regional reports) (2018)
- California Adaptation Clearinghouse
- *California Adaptation Planning Guide* (2020)
- *California Climate Adaptation Strategy* (2021)
- *California Building Resilience Against Climate Effects* (2018)
- *Defining Vulnerable Community in the Context of Climate Adaptation* (2018)
- *Department of Transportation Climate Change Vulnerability Assessments, District 12* (2019)
- *Planning and Investing for a Resilient California* (2018)

## HOLLISTER VULNERABILITY ASSESSMENT

In Hollister, climate change is expected to intensify many existing hazards, such as extreme heat and drought, or create new hazards, such as agriculture and ecosystems pests and diseases, which are listed below. The Vulnerability Assessment evaluates how hazards are expected to occur, including frequency and severity, and how this will affect community populations and assets.

### Vulnerability Assessment Method

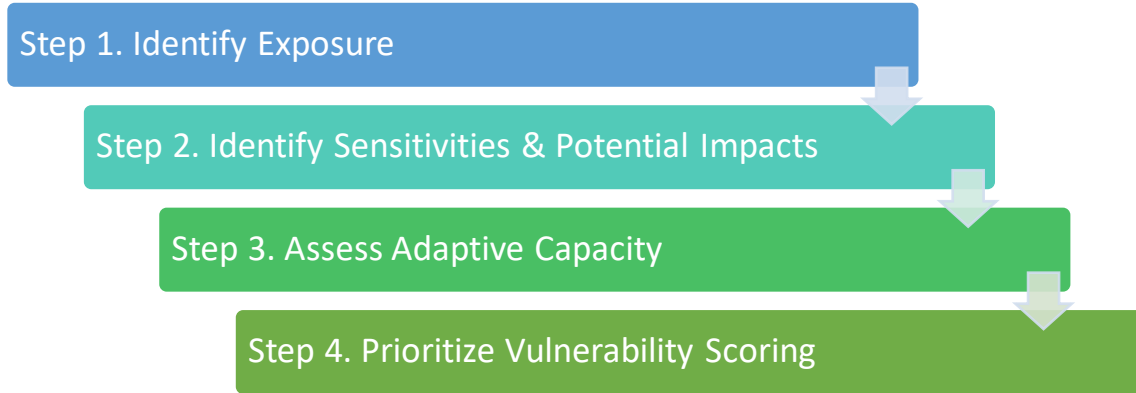
The Vulnerability Assessment primarily follows the recommended process in the *California Adaptation Planning Guide*, published in 2020 by the California Governor's Office of Emergency Services. This includes a four-step process: (1) characterizing the community's exposure to current and projected

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<sup>5</sup> Ackerly, David, Andrew Jones, Mark Stacey, and Bruce Riordan. 2018. "San Francisco Bay Area Summary Report." *California's Fourth Climate Change Assessment*. Berkeley, California: University of California, Berkeley. Publication number: CCCA4-SUM-2018-005.

climate hazards; (2) identifying potential sensitivities and potential impacts to community populations and assets; (3) evaluating the current ability of the populations and assets to cope with climate impacts, also referred to as its adaptive capacity; and (4) identifying priority vulnerabilities based on systematic scoring. [Figure 2](#) presents these steps.

Figure 2. California Adaptation Planning Guide Recommended Model



**Step 1. Identify Exposure.** The goal of this step is to characterize the community’s exposure to current and projected climate change hazards. The climate change hazards included in the Vulnerability Assessment are **agriculture and ecosystem pests and diseases, drought, extreme heat and warm nights, flooding, human health hazards, severe storms, and wildfire and smoke**. These hazards are discussed in more detail later in this report. Some of the hazards are compounding climate change effects where one climate change hazard leads to another more severe disaster, also known as “cascading effects”. [Figure 3](#) provides an example of these cascading effects.

Figure 3. Example of Cascading Effects



The climate change hazard data was derived from up-to-date information, including the state Cal-Adapt database, the *California Adaptation Planning Guide*, the *California Fourth Climate Change Assessment*, the *Existing Conditions Report for the General Plan Update*, and the *County of San Benito Multi-Jurisdictional Hazard Mitigation Plan*.<sup>6</sup>

As discussed previously, projections of climate change hazards rely on multiple scenarios that reflect different levels of GHG emissions and concentrations over time. The Cal-Adapt database, which provides California-specific climate change hazard projections, uses RCP 4.5 for a low emissions scenario and RCP 8.5 for a high emissions scenario. The Governor’s Office of Planning and Research *Planning and Investing*

<sup>6</sup> The *County of San Benito Multi-Jurisdictional Hazard Mitigation Plan* is currently being updated and is likely to be adopted in Fall 2022.

for a Resilient California document and the California Adaptation Planning Guide recommend using RCP 8.5 for analyses considering impacts through 2050 and 2100, as there are minimal differences between emission scenarios for the first half of the century and for late-century projections this is a more conservative and risk-adverse approach. City staff used the RCP 8.5 scenario as input for global climate models on the Cal-Adapt database and other resources.

**Step 2. Identify Sensitivities and Potential Impacts.** This step involved evaluating potential future climate change impacts to community populations and assets. City staff first identified a comprehensive list of populations and assets to understand how susceptible different people, places, ecosystem services, and services within the community are affected by climate change hazards. This list includes 20 populations, 22 infrastructure and building types, 5 economic drivers, 6 ecosystems and natural resources, and 8 key services, as shown in [Table 1](#) and described in more detail in **Appendix A**. These populations and assets allowed City staff to build resiliency for the most susceptible people and assets in the city. Some assets, such as state and regional parks, are in neighboring areas but serve residents and visitors of Hollister, and therefore were included in the assessment. Following confirmation of this list, City staff developed an applicability matrix, which looked at which hazards are likely to affect which populations and assets. For example, human health hazards are likely to impact most populations, but it would not physically affect buildings.

After the applicability review, City staff evaluated potential impacts to the applicable populations and community assets. To identify how severe the impacts of each relevant hazard are on the populations and community assets, City staff considered several different questions that helped ensure the assessment broadly covered a range of potential harm. Based on the results of the impact assessment, the City ranked each population and asset as experiencing low, medium, or high impacts for each relevant hazard. Impact is considered a negative quality, and therefore, a higher impact score means that there is a higher potential for harm to a population or asset. A lower impact score means that there is a lower potential for harm to a population or asset.

#### **Direct Impacts vs. Indirect Impacts**

*Direct impacts* are those that immediately affect buildings and infrastructure, health or populations, or immediate operations of economic drivers or community services, and they can lead to secondary *indirect impacts* on the broader system or community, including populations or asset types in a different category. For example, severe storms can *directly* damage electrical transmission lines causing power outages, which can *indirectly* impact persons with chronic illnesses and/or disabilities who depend on the electricity for life-support systems.

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**Table 1. List of Populations and Assets**

Category	Populations or Assets		
<b>Populations</b>	Children	Low-resourced people of color	Persons without access to lifelines
	Cost-burdened households	Outdoor workers	Pregnant and nursing women
	Households in poverty	Overcrowded households	Renters
	Immigrant communities	Persons experiencing homelessness	Seniors (65+)
	LGBTQIA+ <sup>7</sup>	Persons living in mobile homes	Seniors living alone
	Linguistically isolated persons	Persons with chronic illnesses and/or disabilities	Unemployed persons
	Low-income households	Persons without a high school degree	
<b>Infrastructure</b>	Airport	Flood control infrastructure	Public safety buildings
	Bicycling and pedestrian trails	Government administration facilities	Railway
	Bridges	Hazardous materials sites	Schools
	Communication facilities	Homes and residential structures	Solid waste facilities
	Community centers	Libraries	Transit facilities
	Electrical transmission infrastructure	Major roads and highways	Water and wastewater infrastructure
	Emergency operation buildings	Natural gas pipelines	
	Cooling centers	Parks and open space	
<b>Economic Drivers</b>	Agriculture	Major employers	State and regional parks
	Education	Outdoor recreation and tourism	
<b>Ecosystems and Natural Resources</b>	Forests	Open water	Scrub
	Grassland	Riparian woodlands	Wetlands
<b>Key Services</b>	Communication services	Government administration and community services	Solid waste removal
	Emergency medical response	Public safety response	Water and wastewater
	Energy delivery	Public transit access	

<sup>7</sup> LGBTQIA+ includes persons identifying gender or sexual orientation as lesbian, gay, bisexual, transgender, queer, intersex, asexual, or other gender and sexual identities that words cannot yet fully describe.

**Step 3. Assess Adaptive Capacity.** Adaptive capacity is the ability of populations and community assets to prepare for, respond to, and recover from the impacts of climate change. City staff evaluated each population and asset for adaptive capacity by considering a series of questions. Based on the results of the adaptive capacity assessment, the City ranked the adaptive capacity of each population or asset as low, medium, or high for each relevant hazard. Adaptive capacity is considered a positive attribute, so a higher adaptive capacity score will mean that a population or asset may be more adaptable to the hazard. A lower adaptive capacity score means that a population or asset may have a harder time adjusting to the changing conditions.

**Step 4. Prioritize Vulnerability Scoring.** The City used the impact and adaptive capacity scores for each population and asset for each relevant hazard to determine the vulnerability score. The vulnerability score reflects how susceptible a population or asset is to harm from a particular hazard. Vulnerability is assessed on a scale of low, medium, and high. Low vulnerability does not mean that the population or asset will be unaffected by climate change, but that the effects are likely to be less substantial. The matrix in [Table 2](#) shows how impact and adaptive capacity scores combine and translate into a vulnerability score. For example, extreme heat would create a high impact on energy delivery services as mechanical failures, heat damage, and high demand for electricity from cooling equipment can disrupt this service. Adaptive capacity is low because many community members need to use more electricity on extreme heat days to keep cool and retrofitting electrical equipment can be expensive. Therefore, energy delivery services have a high vulnerability to extreme heat.

**Table 2. Vulnerability Scoring Matrix**

	Low Impact	Medium Impact	High Impact
Low Adaptive Capacity	Medium	High	High
Medium Adaptive Capacity	Low	Medium	High
High Adaptive Capacity	Low	Low	Medium

**Climate Change Hazards and Key Vulnerabilities**

The Vulnerability Assessment assigns vulnerability scores to 309 different pairing of 61 populations and assets for each of the relevant 7 hazards. This section summarizes the climate change hazards at the local level and discusses the significant vulnerabilities created by those hazards.

- Outdoor workers, immigrant communities, low-resourced people of color, and households in poverty are the most vulnerable to climate change hazards.
- Bridges, electrical transmission infrastructure, homes, and major roads and highways are the most vulnerable buildings and infrastructure, especially to flooding and severe weather.
- Agriculture as an economic driver is highly vulnerable to all hazards.
- Open water is the most vulnerable ecosystem and natural resource.
- Public transit access, energy delivery, and water and wastewater are the most vulnerable key services.

For a complete list of vulnerability scores, see **Appendix B**.

### *Agricultural and Ecosystem Pests and Diseases*

According to the *2020 County of San Benito Crop Report*, agriculture and livestock had total gross production of nearly \$340 million in 2020, with vegetables and row crops being the largest-grossing crop.<sup>8</sup> Agricultural pests and diseases can affect crop plants, vineyards, and livestock in and surrounding the City of Hollister. This hazard is measured by the number of pests and disease incidents, which are likely to increase as higher temperatures allow insects to reproduce more rapidly.

These pests and diseases, such as the Asian citrus psyllid (*Diaphorina citri*), European pine shoot moth (*Rhyacionia buoliana*), Japanese beetle (*Popillia japonica*), melon fruit fly (*Bactrocera cucurbitae*), Mexican fruit fly (*Anastrepha ludens*), European corn borer (*Ostrinia nubilalis*), and glassy-winged sharpshooter (*Homalodisca vitripennis*), can slow the growth of plants and animals, damage them so that their products are less appealing and harder to sell, or even kill them.<sup>9</sup> Though there are treatment options for many agricultural pests and diseases, some have no cure. Many pests and organisms that carry diseases are most active during warmer months, so the threat of infection or infestation is higher during that time of year. Projection trends show temperatures getting warmer earlier in the year and remaining warmer until later in the year due to increases in air temperature, which creates a wider activity window for pests and diseases.

Agriculture and ecosystem pests and diseases can severely harm the agriculture and outdoor recreation industries in and surrounding the City of Hollister. Row crops and vineyards can be affected by fungal pathogens and invasive disease vectors as temperatures continue to rise, affecting the quality and viability of crops.<sup>10</sup> Pesticides and herbicides can help crops resist these pests and diseases and new crop varieties may be pest-resistant; however, quickly evolving pests may make it difficult for some plant species to survive and changing crop varieties can be expensive for farm owners. State and regional parks are highly dependent on the natural infrastructure (e.g., forests, oak woodlands, and chaparral), which can be harmed by sudden oak death and other diseases. Due to the large extent of these areas, management of pests and diseases may be difficult and expensive. There also may be little that can be done to prevent the spread of sudden oak death in oak woodlands.

Due to the severe vulnerability of the agriculture economic driver to agriculture pests and diseases, outdoor workers, and immigrant communities are also highly vulnerable, as many people from these populations work in agriculture or outdoor recreation industries. Persons working in these industries may be indirectly affected by agriculture and ecosystem pests and diseases that damage crops, vineyards, and trees. Damage to agriculture can reduce work opportunities, create economic hardships for some workers, and cause employees to be let go from their jobs when farms experience economic hardships.<sup>11</sup>

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<sup>8</sup> San Benito County. 2019. *San Benito County 2019 Crop & Livestock Report*.

<https://www.cosb.us/home/showpublisheddocument/6203/637413906956070000>.

<sup>9</sup> California Climate and Agricultural Network. 2019. *Cultivating Climate Resilience in Farming: Ensuring California Farms and Ranches Thrive in the Face of Climate Change*. <https://calclimateag.org/wp-content/uploads/2019/07/Cultivating-Resilience-August-2019.pdf>.

<sup>10</sup> California Climate and Agricultural Network. 2019. *Cultivating Climate Resilience in Farming: Ensuring California Farms and Ranches Thrive in the Face of Climate Change*. <https://calclimateag.org/wp-content/uploads/2019/07/Cultivating-Resilience-August-2019.pdf>.

<sup>11</sup> Roos, Michelle. 2018. "Climate Justice Summary Report." *California's Fourth Climate Change Assessment*. E4 Strategic Solutions. Publication number: SUM-CCCA4-2018-012.

Almost 14 percent of those with employment in Hollister work outdoors, and individuals working in these industries may have few options if the industry suffers damage.<sup>12</sup>

### *Drought*

A drought occurs when conditions are drier than normal for an extended period, making less water available for people and ecosystems. Droughts are a regular occurrence in California; however, scientists expect that climate change will lead to more frequent and intense droughts statewide. Overall, precipitation levels are expected to increase slightly, with more years of extreme precipitation events and droughts that last longer and are more intense. As of March 2022, Hollister and the greater San Benito County are in severe to extreme drought conditions.<sup>13</sup> In an early-century drought (2023 to 2042), the city could experience a drop in average precipitation from an average of 16 inches per year to an average of 12.7 inches per year, which would subsequently lower baseflows in streams from an average of 1.5 inches per day to 1.0 inch per day.<sup>14</sup> In a late-century drought (2051 to 2070), precipitation could also drop to an average of 12.7 inches per year and cause baseflows in streams to drop to 1.0 inch per day.<sup>15</sup>

Hollister residents and businesses receive water from two suppliers, the City of Hollister, and the Sunnyslope County Water District. Both purveyors source groundwater from local wells in the City and surrounding North San Benito Groundwater Basin, and the City also sources imported surface water from the Central Valley Water Project through the San Benito County Water District (SBCWD). The Central Valley Water Project is a complex water supply and distribution network made up of 20 dams and reservoirs along the foothills of the Sierra Nevada Mountains that provides water to urban areas in the greater Sacramento and San Francisco Bay area regions.<sup>16</sup>

Snowpack levels in the Sierra Nevada dropped by 25 percent during the 2011 to 2016 drought, and average springtime snowpack is expected to drop 64 percent by 2100.<sup>17</sup> In the 2021 water-year (October 1, 2020, to September 30, 2021), the snowpack in the Northern Sierra was 70 percent of the average, and the precipitation was less than 50 percent of the annual average, making it the third-driest water year on record.<sup>18</sup> During drought conditions, water stored in the Central Valley Project's primary reservoirs could decrease due to lack of rainfall and reduction in snowpack due to higher temperatures. This loss of snowpack could cause water shortages during extended drought conditions, potentially affecting businesses or activities that depend on reliable water supplies. A reduction in water supplies could cause water shortages and mandatory water restrictions, including price hikes, during extended drought conditions, increasing economic instability of low-income and low-resourced residents. A reduction in Central Valley Project water supplies would cause a heavier reliance on the North San Benito Groundwater Basin, which may cause overdraft conditions to occur. Overdraft in the groundwater basin

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<sup>12</sup> Public Health Alliance of Southern California (PHASC). 2022. "Healthy Places Index." <https://map.healthyplacesindex.org/?redirect=false>.

<sup>13</sup> National Drought Mitigation Center. University of Nebraska-Lincoln. 2022. "U.S. Drought Monitor, California." <https://droughtmonitor.unl.edu/CurrentMap/StateDroughtMonitor.aspx?CA>.

<sup>14</sup> Cal-Adapt. 2018. "Extended Drought Scenarios." <https://cal-adapt.org/tools/extended-drought/>.

<sup>15</sup> Cal-Adapt. 2018. "Extended Drought Scenarios." <https://cal-adapt.org/tools/extended-drought/>.

<sup>16</sup> Bureau of Reclamation. 2023. "Central Valley Project". <https://www.usbr.gov/mp/cvp/>.

<sup>17</sup> ARCCA. 2018. *From Mountain to Cities: Exploring California's Urban Connections to Sierra Nevada Ecosystems*. <https://arccacalifornia.org/wpcontent/uploads/2018/08/ARCCA-UrbanRural-Whitepaper.pdf>.

<sup>18</sup> California Department of Water Resources. 2021. "Statewide Snowpack Well Below Normal as Wet Season Winds Down." <https://water.ca.gov/News/News-Releases/2021/April-21/Statewide-Snowpack-Well-Below-Normal-as-Wet-Season-Winds-Down>.

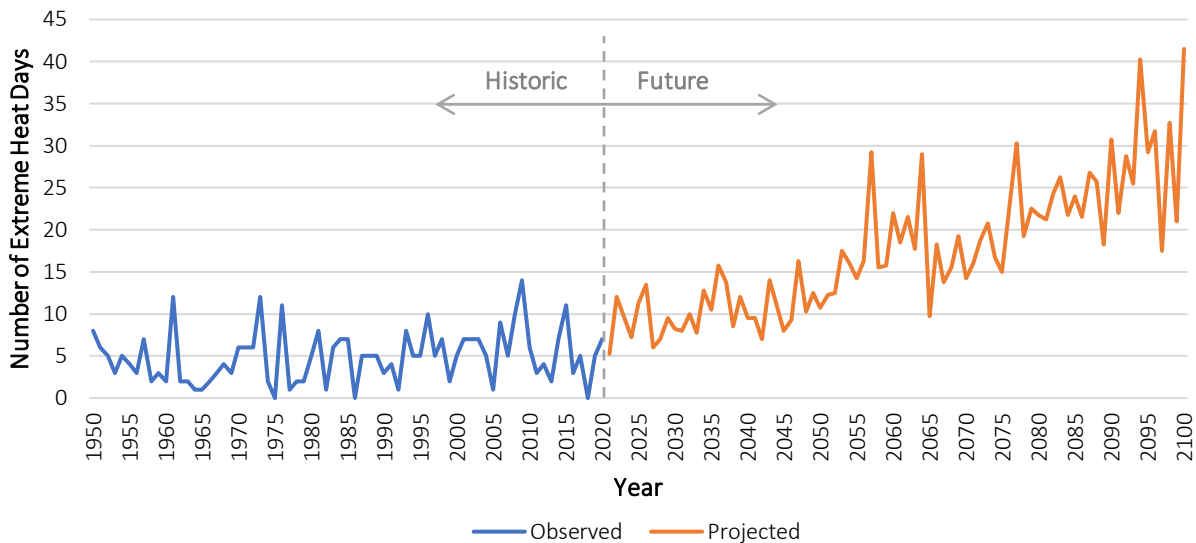
could lower both the quantity and quality of water available to the city. Agricultural operations may see lower crop yields if they rely on surface water supplies, harming the local agriculture economy and the outdoor workers that rely on this industry.

At the local level, the open water habitat and wetlands that depend on water are most vulnerable. Drought conditions could lower water quality and raise water temperatures, causing lower dissolved oxygen levels and algae growth that can harm a variety of fish species.<sup>19</sup> Wetlands and riparian habitats can experience increased soil erosion, degradation of landscape quality, and loss of biological productivity.<sup>20</sup> Degradation of wetlands could decrease the amount of water that the ecosystem can absorb during flooding events and reduce the protection that the wetlands provide. Drought conditions can also dry out vegetation and increase wildfire conditions, which could put a strain on firefighting equipment and personnel.

### Extreme Heat and Warm Nights

Extreme heat occurs when temperatures rise significantly above normal levels. In Hollister, an extreme heat day occurs when temperatures reach above 96.6°F. As shown in [Figure 4](#), the number of extreme heat days in Hollister is projected to increase from 4 days historically, to an average of 14 extreme heat days per year by mid-century and an average of 24 extreme heat days per year by the end of the century.<sup>21</sup>

Figure 4. Projected Extreme Heat Days in Hollister



Sources: Cal-Adapt, 2021; National Weather Service, 2022.

<sup>19</sup> Hilberg, L. E., W. A. Reynier, and J. M. Kershner. 2017. *Southern California Climate Change Vulnerability Assessment: Conifer Habitats*. Version 1.0. EcoAdapt, Bainbridge Island, WA.

<http://ecoadapt.org/programs/adaptation-consultations/socal>.

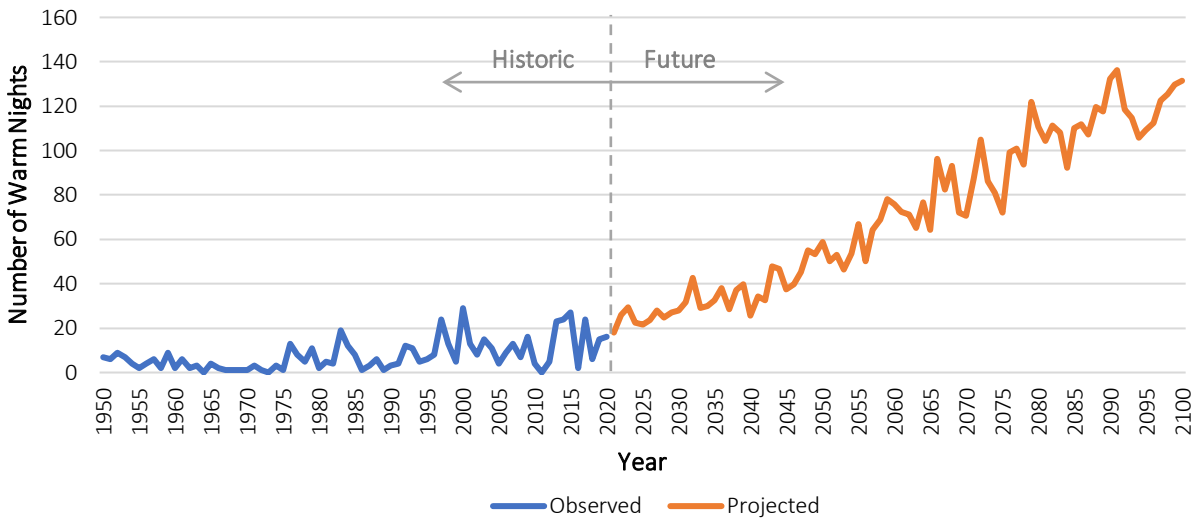
<sup>20</sup> Hilberg, L. E., W. A. Reynier, and J. M. Kershner. 2017. *Southern California Climate Change Vulnerability Assessment: Conifer Habitats*. Version 1.0. EcoAdapt, Bainbridge Island, WA.

<http://ecoadapt.org/programs/adaptation-consultations/socal>.

<sup>21</sup> Cal-Adapt. 2018. "Extreme Heat Days & Warm Nights." <https://cal-adapt.org/tools/extreme-heat/>.

Extreme heat can also occur in the form of warmer nights, as temperatures do not cool down overnight and provide relief from the heat. In Hollister, a warm night occurs when the temperature stays above 58°F. As shown in [Figure 5](#), the number of warm nights in Hollister is projected to increase from an average of 4 historically, to an average of 53 warm nights per year by mid-century, and an average of 108 warm nights per year by the end of the century.

Figure 5. Projected Warm Nights in Hollister



Sources: Cal-Adapt, 2021; National Weather Service, 2022.

Extreme heat can cause heat-related illnesses, such as heat cramps, heat exhaustion, and heat stroke, in addition to worsening respiratory and cardiovascular conditions. The most vulnerable populations are those that spend a disproportionately high amount of time outside, such as children, outdoor workers, immigrant communities, and persons experiencing homelessness. Additionally, people with sensitive or compromised immune systems, persons with chronic illnesses, and senior citizens are highly vulnerable to extreme heat.

Persons with financial instability, low-resourced, or living in mobile homes are also highly vulnerable due to a lack of financial resources to prepare for or respond to extreme heat conditions. Some homes in Hollister may lack air conditioning, and as a result, people living in these homes may be more susceptible to harm from extreme heat events. There is also only one cooling center in the region, the Hollister Veterans Memorial Buildings, and residents may not be able to cool homes or keep medications cooled if extreme heat events cause public safety power shutoff (PSPS) events. During wildfire smoke conditions, residents may have to choose between opening windows to cool their homes and keeping windows closed, causing indoor air temperatures to rise to unhealthy levels.

Energy delivery services, and associated infrastructure, are highly vulnerable to extreme heat, as high temperatures can stress and overload the grid, causing power outages and damage to the transmission lines. The agriculture economy is also highly vulnerable to extreme heat, as higher temperatures may alter the variety of crops that can be grown in the Hollister Valley. Yields of vegetable and row crops are

expected to decrease and water demand is expected to rise due to extreme heat conditions.<sup>22</sup> Additional vulnerabilities include outdoor recreation, as people may be deterred from recreating outdoors in high temperatures; open water and wetland habitats, which can experience decreases in water quality as temperatures increase; and public transit access, as extreme heat reduces ridership of the County Express system since it may be more difficult to wait outside for the bus.

### *Flooding*

Inland flooding can cause significant harm to buildings, people, and infrastructure. Floodwater can be deep enough to drown people and may move fast enough to carry people or heavy objects (such as cars) away. Flooding can be caused by heavy rainfall, long periods of moderate rainfall, or clogged drains during periods of rainfall. In rare instances, a break in a water pipe or water tank can also cause flooding. Storm drainage systems throughout the city collect stormwater runoff and convey water to prevent flooding, although these systems are typically designed based on winter storms recorded in the past and may not be designed to accommodate more intense storms.

Floods are expected to occur more frequently because of climate change, affecting what the community understands as a “normal” flood. For example, what is currently considered a 100-year flood, or a flood that has a 1-percent chance of occurring annually, may occur with greater frequency (such as a 2- or 5-percent chance each year). [Figure 6](#) shows that the flood hazard areas are primarily along the San Benito River and Santa Ana Creeks, as well as low-lying areas scattered throughout the city.

Several populations and assets face particularly high risks from flooding events.

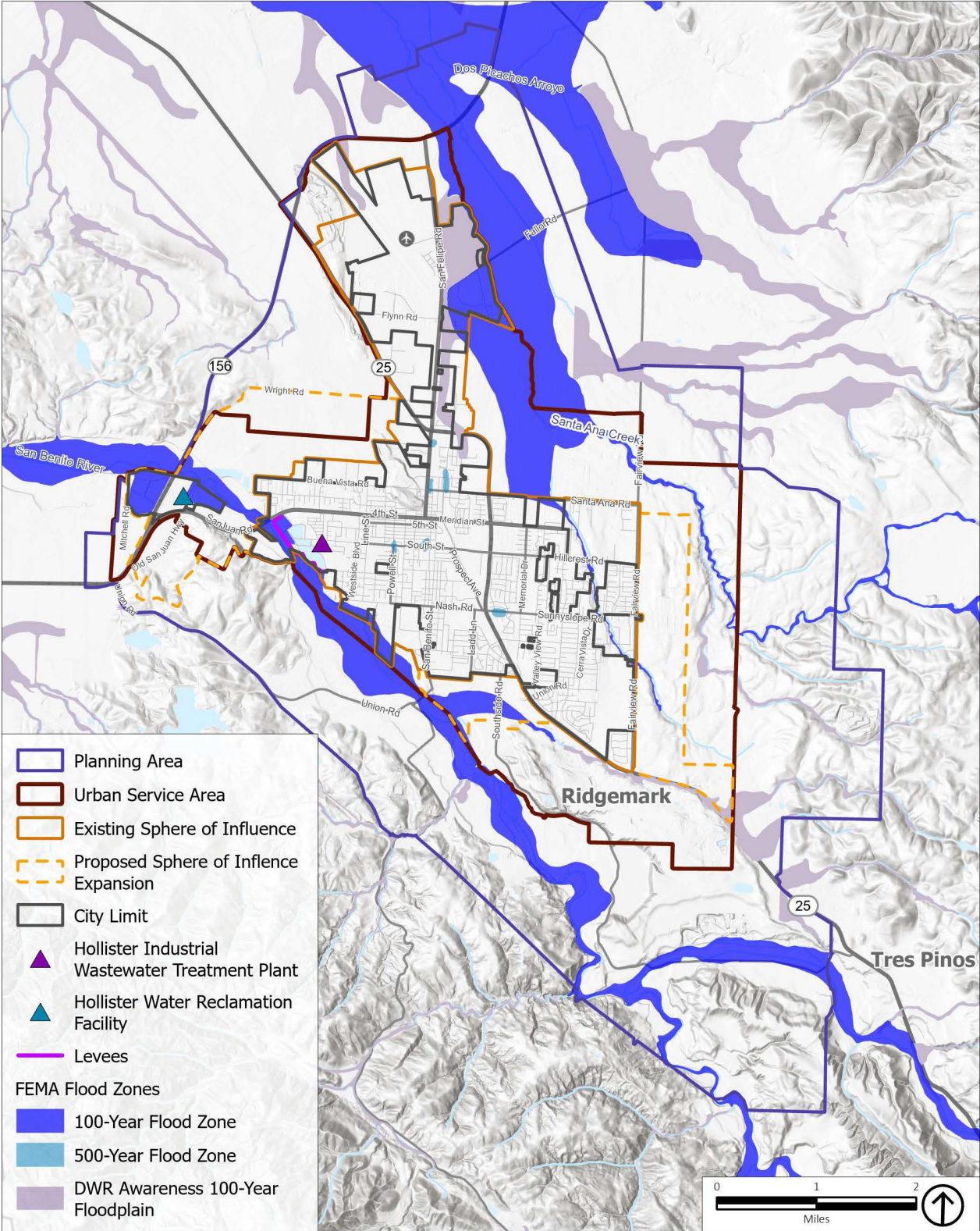
- Persons experiencing homelessness, persons living in mobile homes, households in poverty, immigrant communities, and low-resourced people of color are severely vulnerable to flooding, as they may live in or near flood hazard areas, lack financial resources to protect their homes, or be ineligible for grant funding to recover from flood damage to their homes.
- Persons with limited mobility and those without access to lifelines (persons without access to a car, transit, or communication systems) may have difficulty evacuating prior to a flooding event, and therefore are also highly vulnerable.
- Outdoor workers may be unable to travel to work during flooding events or farms may be inundated by floodwaters, reducing agriculture employment opportunities.

Transportation infrastructure, major roads, highways, and bridges, which are essential for public transit access, major employers, public safety response, and other services, can be inundated, blocked, and damaged by floodwaters along the San Benito River or Santa Ana Creek. Heavy rainfall and subsequent flooding can disrupt water and wastewater services, causing the treatment plants to not function properly. This can cause effluent to flow into the surrounding water and soil, as well as reduce recycled water supplies for irrigation. Flooding can also carry large volumes of sediment into open water ecosystems that may contain mercury, nutrients, and pesticides from upstream areas, disrupting the water chemistry and harming plants and wildlife.

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<sup>22</sup> Langridge, Ruth. 2018. “Central Coast Summary Report.” *California’s Fourth Climate Change Assessment*. University of California, Santa Cruz. Publication number: SUM-CCCA4-2018-006.

Figure 6. Flood Hazard Zones



Source: ESRI, 2020; FEMA, 2020; PlaceWorks, 2023; San Benito County, 2020; USGS, 2019

### *Human Health Hazards*

Human health hazards are bacteria, viruses, parasites, and other organisms that can cause diseases and illness in people. Some of these diseases may only cause mild inconvenience, but others are potentially life threatening. These diseases can be and often are carried by animals such as mice and rats, ticks, and mosquitos. Warmer temperatures and high levels of precipitation can lead to increased populations of disease-carrying animals, creating a greater risk of disease and increased rates of infection. Other human health hazards can include poor air quality, which can affect respiratory systems of those exposed for prolonged periods.

Populations most vulnerable to human health hazards are those who spend a disproportionate amount of time outdoors (such as outdoor workers or persons experiencing homelessness), those with fragile immune systems or existing illnesses (which may include persons with chronic illnesses and seniors), and those who may live in sub-standard housing or not have access to health insurance and medical care (households in poverty, low-income households, low-resourced people of color, immigrant communities). These persons may be living in conditions that increase their chances of catching vector-borne illnesses or lack the ability to fight off infections that may occur. Many populations may also not have access to air purification systems that can filter out harmful pathogens.<sup>23</sup>

The agricultural industry relies heavily on outdoor workers, who could be exposed to vector-borne illnesses due to the amount of time spent outside. A reduction in workers could harm the agriculture economic driver in the Hollister Valley. Emergency medical response services are also highly vulnerable to human health hazards, as they may not be able to provide adequate services if there is an influx of health-related emergencies.

### *Severe Storms*

Severe storms include windstorms, hail, lightning, thunderstorms, and heavy rainfall. Severe weather is usually caused by intense storm systems, although types of strong winds can occur without a storm. The connection between climate change and severe storms is not as well established as other hazards, but new evidence suggests that severe storms may occur more often and become more intense than in the past.<sup>24</sup> Severe winds can damage or destroy buildings and infrastructure. Hail can damage buildings and plants (and in extreme cases injure people), and lightning can spark fires, injure people, or cause fatalities. Heavy rainfall, which is characterized by rainfall amounts that exceed normal levels, can lead to flooding in both the eastern and western portions of the city. Strong winds and heavy rainfall are the most common types of severe weather in the city.

The most vulnerable to severe weather are those who may be directly exposed to the hazard, such as outdoor workers and persons experiencing homelessness; those who may live in less structurally resilient buildings, such as households in poverty, immigrant communities, persons living in mobile homes, and low-resourced people of color; and those who may have difficulty preparing or responding to severe

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<sup>23</sup> Roos, Michelle. 2018. "Climate Justice Summary Report." *California's Fourth Climate Change Assessment*. E4 Strategic Solutions. Publication number: SUM-CCCA4-2018-012.

<sup>24</sup> Bedsworth, Louise, Dan Cayan, Guido Franco, Leah Fisher, Sonya Ziaja. 2018. "Statewide Summary Report." *California's Fourth Climate Change Assessment*. California Governor's Office of Planning and Research, Scripps Institution of Oceanography, California Energy Commission, California Public Utilities Commission. Publication number: SUM-CCCA4-2018-013.

weather due to mobility or language barriers. These populations include persons with chronic illnesses and/or disabilities, and seniors living alone.

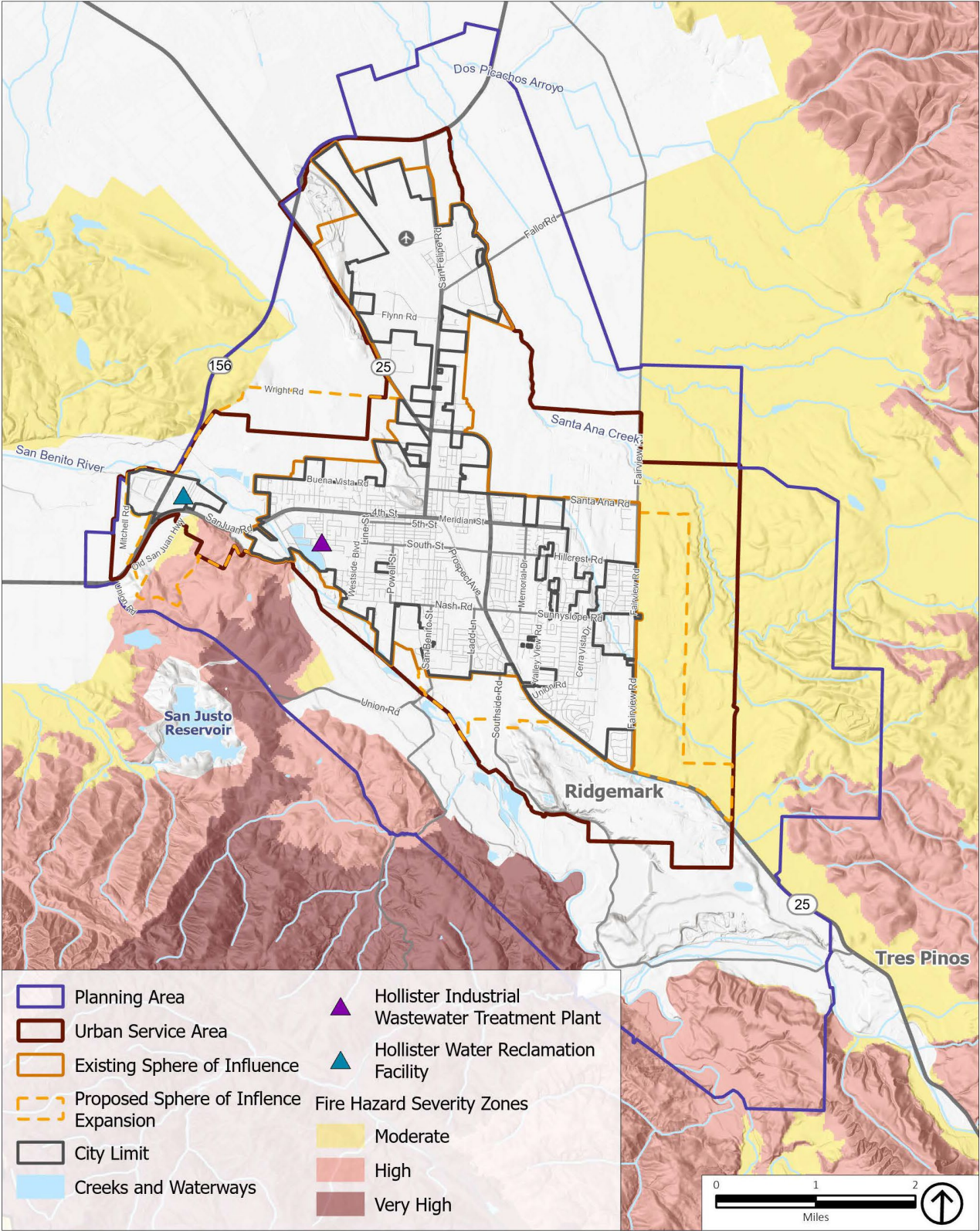
Buildings and infrastructure, such as bridges, communication facilities, flood-control structures, and residential structures are highly vulnerable to severe storms, and they can be damaged by high winds, heavy rainfall, and debris carried by severe storms. The energy delivery system and communication system are especially vulnerable to windstorms, which can damage transmission lines or cause Public Safety Power Shutoff (PSPS) events, affecting the services this infrastructure provides the city. PSPS events occur when high winds events increase the likelihood of electrical transmission line failure or sparking, causing PG&E to de-energize the transmission lines until winds speeds decline. Agricultural lands can be decimated by high winds that flatten crops or heavy rainfall that damage crops and inundates the land in the Hollister Valley. Extreme winds and heavy rainfall can also harm ecosystems by causing large volumes of sediment to flow into open water ecosystems, trees to fall in riparian woodlands, and sudden oak death to spread more quickly through oak woodland forests. Extreme heat and drought conditions may weaken agricultural crops and natural ecosystems and prevent them from recovering from severe storm events.

### *Wildfire and Smoke*

Wildfires are a regular feature of the landscape in much of California. They can be sparked by lightning, malfunctioning equipment, vehicle crashes, or many other causes. Warmer temperatures, an increase in drought conditions, and extreme wind events, are likely to create more fuel for fires in natural and rural areas, leading to a greater chance that a spark will grow into a potentially dangerous blaze. Climate change is also expected to extend the fire season throughout much (or even all) of the year. [Figure 7](#) shows the fire hazard severity zones surrounding the City of Hollister, which include moderate and high fire hazard severity zones in the state responsibility area to the east, south, and west.

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Figure 7. Fire Hazard Severity Zones



Source: CalFire, 2024; ESRI, 2020; PlaceWorks, 2023; San Benito County, 2020; USGS, 2019

While there are no fire hazard severity zones within the city limits, the city is within the wildland-urban interface, which increases the risk of wildfires spreading into the community. The proximity to fire-prone areas also increases the potential for smoke from wildfires to increase air pollution levels, creating a significant health risk in the region. Most of the populations within Hollister have a high or medium vulnerability to wildfire and smoke conditions. Planned PSPS events to prevent wildfires have already impacted persons who depend on electricity for air conditioning or their medically necessary equipment.

Major roads and highways, including those that serve as evacuation routes, can be blocked by wildfire flames or debris, making it difficult for residents to evacuate and emergency personnel to reach certain areas of the city. The entire energy delivery system, including electric transmission lines, can be damaged by wildfires. Homes can be burned and damaged by wildfires and indoor air quality can lower if smoke flows into homes and residential structures. Smoke conditions can also prevent residents from accessing public transit and ash from wildfires can degrade water supplies.

Several agricultural areas surrounding the city are within fire-prone areas. Smoke and ash from nearby wildfires can damage crops, farms, and agricultural fields, as well as the nutrients in the soil.<sup>25</sup> Smoke can also prevent visitors from traveling to the city to participate in outdoor recreation and tourism, including recreation at nearby state and regional parks. Although the economy can likely recover from these events, repetitive wildfire and smoke events may make recovery difficult in both the agriculture and recreation sectors.

Scrub habitat, although somewhat adapted to wildfires, can be substantially harmed by more frequent and severe fires that do not let the ecosystems recover. Open water can be degraded by fire retardants and sediment that may be difficult for the ecosystem to filter out.

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<sup>25</sup> Kohls, Jessica. 2015. "How Does Wildfire Ash And Smoke Impact Crops?" <https://dutchopeners.com/how-does-wildfire-ash-and-smoke-impact-crops/>.

## GENERAL PLAN IMPLICATIONS

### Equity and Uncertainty

When addressing vulnerability and adaptation through General Plan policies and the associated implementation plan, the *Adaptation Planning Guide* and *General Plan Guidelines* recommend consideration of equity and uncertainty.

Equity means that all people are justly and fairly included in society, and that everyone is able to participate, prosper, and achieve their full potential. Equitable climate adaptation planning involves identifying persons who are most vulnerable to climate change hazards, and ensuring that the planning process, distribution of resources, and efforts to address systematic wrongs are all conducted in an equitable manner. This Vulnerability Assessment identifies 18 vulnerable populations and assesses climate change impacts and the ability of these populations to prepare for, respond to, and recover from climate change hazards (see list in the Vulnerability Assessment Method section).

Uncertainty is the second component to consider when determining how hazardous conditions may affect Hollister. Climate change is driven by the concentration of GHGs in the atmosphere, which is affected by how our communities use resources and how we regulate those uses through local, state, federal, and international GHG-reduction goals, regulations, plans, and programs. As more action is taken to reduce GHG emissions, the less severe the effects of climate change are expected to be. Climate change models consider the concentrations of atmospheric GHG emissions and the changes in these levels over time to project future extent or intensity of hazardous events.

Even with the extensive modeling, potential impacts are projections of more likely future conditions and are not certain. Similarly, there is also substantial uncertainty about the future state of technology, socioeconomic conditions, and other factors. According to recent studies, the best approach to uncertainty is to minimize inaction by developing “no regrets” strategies that are beneficial without the presence of climate change and where the costs are low compared to the benefits. The State and the City have ample evidence to support science-based policy and decision-making.

### Opportunities

Hollister currently experiences a wide range of climate change hazards that are projected to increase in frequency and intensity in the future. While GHG-reduction measures in the forthcoming *2022 City of Hollister Climate Action Plan* will help reduce the amount of carbon dioxide in the atmosphere, adaptation strategies will be needed to increase the resilience of residents and businesses in Hollister. The General Plan should integrate adaptation measures into the update process that will help the community prepare for, respond to, and recover from climate change hazards.

- **Health and Safety.** Due to the recent update of the California Government Code Section 653029(g), with the approval of SB 379, Safety Elements are required to address climate adaptation and resilience strategies. The Health and Safety Element’s goals, policies, and implementation actions can provide resilience strategies that support both reduced impacts and improved adaptive capacity of the community to climate change-related hazards, along with policies on required hazards, such as flooding, fire, and geologic hazards. Policies within this element can ensure that health and safety concerns of the community are met, even with an increase in frequency and intensity of climate change hazards. Examples of specific policies or implementation actions could include:

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- Create an extreme heat response plan that includes establishment of community cooling centers and temperature triggers for when they will open, weatherization of City buildings, and cooling strategies for persons engaged in outdoor work and persons experiencing homelessness.
  - Expand participation of programs and services that provide funding resources for economically disadvantaged households and businesses to conduct retrofits.
- **Circulation.** The Circulation Element already includes policies for the existing roadway, public transit, bicycle, and pedestrian networks in the city. These facilities are assessed in the Vulnerability Assessment; therefore, resilience strategies for these transportation systems would be appropriate to add to the Circulation Element. Policies and implementation measures may include the following:
  - Coordinate with City and regional transit providers to identify alternative routes and stops if normal infrastructure is damaged or closed because of extreme events.
  - Harden or raise roadways to ensure evacuation access during hazardous events.
  - Use heat-resistant materials on roadways, bicycle, and pedestrian infrastructure.
- **Community Services and Facilities.** The Community Services and Facilities Element provides background and policies for utilities, parks and recreation, emergency preparedness, and public facilities. These facilities and services are essential for community members' quality of life, as well as City operations, and are included in the Vulnerability Assessment. Resilience strategies in the Community Services and Facilities Element could include efforts to underground electricity lines citywide, create redundancies in the communication infrastructure, and provide sustainable back-up power supplies. Policies and implementation measures can also look at the promotion of water conservation measures, low-impact development, and green infrastructure that can help convey stormwater and reduce impacts from drought and flooding.

The Parks and Recreation section can promote public health and safety through ensuring recreation opportunities and a variety of parks and open space are available to residents and visitors. Park and open space areas can help reduce air pollution, decrease ambient air temperatures, provide shade during hot days, and function as buffers to slow down and absorb stormwater, among other benefits. Indoor recreation facilities can provide opportunities for recreation when outdoor air quality or temperatures are unhealthy. This section can include policies and actions that increase the urban tree canopy to reduce the heat island effect and clean the air, as well as protect residents and visitors from hazardous conditions. This element can also address ecosystem vulnerabilities by providing implementation actions to preserve and restore forest and riparian woodland habitats to ensure these ecosystems maintain their ecosystem services.

The public safety and emergency preparedness section of the Community Services and Facilities Element includes policies for fire, police, and rescue services in Hollister. Resilience strategies would ensure that these services continue to serve all populations adequately and effectively in the city. These strategies include developing an evacuation assistance program, requiring fire or flood safety plans as part of new development, and ensuring evacuation routes remain open and functional during emergencies.

The Community Services and Facilities Element also contains policies for public facilities throughout the city, which can serve as refuge spaces during emergencies. The Urban Sustainability Network's *Resilience Hub White Paper* and Resilience Hubs website (<http://resilience-hub.org/>) provides a key resilience strategy for public facilities: the integration of physical and virtual resilience hubs. These can serve as centralized locations for resources about climate change, opportunities to reduce emissions, and techniques to increase resilience, showcases for sustainability, energy efficiency, and low carbon building, and to help residents obtain essential resources and information during and after a disaster. Examples of specific implementation actions could include:

- Identify existing facilities to serve as resilience hubs and cooling centers that open during emergencies or specific temperature triggers for residents to go to seek refuge from extreme heat days or emergency shelter.
  - Coordinate with emergency management services to establish backup power, preferably from renewable energy sources, and water resources at emergency shelters, resilience hubs, and cooling centers in case of power outages.
- **Open Space and Agriculture.** The Open Space and Agriculture Element provides background and policies for two primary economic sectors in Hollister that were included in the Vulnerability Assessment: (1) agriculture and (2) recreation and tourism. Resilience strategies for these economic sectors can include coordinating with the County Agriculture Commissioner's Office to increase pest detection and noxious weed abatement, as well as work with farming groups and University of California (UC) Cooperative Extension to identify alternative crop types that are suitable to changing conditions.
- **Natural Resources and Conservation.** The Natural Resources and Conservation Element includes information on the ecosystems and natural resources within the city and included in the Vulnerability Assessment. California Government Code Section 65302(g)(4) requires natural infrastructure to be used in adaptation projects where feasible, which can be integrated into this element. Policies and implementation measures can include conducting wetland and riparian restoration projects to protect against flooding and managing oak woodland habitats to protect against damaging wildfires.
- **Environmental Justice.** The Environmental Justice Element being developed as part of the General Plan update will focus on reducing unique or compounded health risks in disadvantaged communities identified within Hollister. Policies can include reducing groundwater pollution, increasing public facilities and food access, and promoting safe homes and physical activity to directly address the needs of disadvantaged communities. Environmental justice policies and implementation actions can increase resiliency of vulnerable populations and ensure that these populations have opportunities to participate in the public decision-making process. Specific adaptation measures can include providing affordable healthy foods in schools and other public spaces; assisting in the repair, rehabilitation, and improvement of residential structures; and demolishing and replacing structures that are dilapidated and beyond repair.

## Resilience in Other Planning Mechanisms

Resilience should not be limited to the General Plan. Adaptation and resilience rely on a cross-department, multi-disciplinary approach to successful implementation. The City should consider how adaptation and resilience can also be incorporated into other City plans, codes, projects, and implementation programs. Addressing climate change hazard events in the General Plan can support other essential safety documents, such as the *City of Hollister Local Hazard Mitigation Plan*. Development standards, such as residential building codes for buildings in flood zones and development of adequate evacuation routes, can be integrated into the Hollister Municipal Code. Policies that focus on emergency response to hazards can be included in an evacuation plan or an emergency operations plan. Adaptation measures that also reduce GHG emissions can be integrated into the Hollister Climate Action Plan and may support implementation of the San Benito County Bikeway and Pedestrian Plan and development of the City's Complete Streets Plan. Policies related to drought and flooding may be integrated into the Hollister Urban Area Water and Wastewater Master Plan and the City of Hollister Storm Drain Master Plan. Furthermore, programs such as the Hollister Municipal Code and Capital Improvement Projects Program can help implement the resilience policies developed in the General Plan through specific projects, development codes, and budgeting.

## CONCLUSION

The Vulnerability Assessment identifies which hazards are expected to harm sensitive populations and assets, and which assets are most vulnerable to various hazards that are projected to intensify with climate change. A comprehensive set of results is in **Appendix B**. Understanding how climate change will affect the community and identifying the vulnerable populations and assets will enable Hollister to implement effective GHG-reduction measures and climate adaptation strategies to create a safer, sustainable, and healthier community.

As the climate continues to change and GHG emissions rise, climate change hazards will continue to harm populations, infrastructure and buildings, economic drivers, and key community services in Hollister. The Health and Safety Element update will integrate adaptation strategies into goals, policies, and implementation measures that will help increase resiliency and reduce vulnerability throughout the city.

## APPENDIX A: LIST OF POPULATIONS AND ASSETS

### Items Included in the Hollister Vulnerability Assessment

PlaceWorks proposed the following populations and other assets for inclusion in the Vulnerability Assessment. Each list includes a description and source of data needed to support the Vulnerability Assessment.

#### *Populations*

PlaceWorks collected population data from the U.S. Census (American Community Survey and Decennial Census), the California Healthy Places Index, CalEnviroScreen 4.0, and the San Benito Homeless Point in Time Count, consistent with the General Plan Update. Some of the data for populations listed here is not available spatially or the population type is spread throughout the city. In those cases, the scoring for the population is averaged over the entire city and the project team used literature or local knowledge to convey how those populations are affected by a particular hazard. The 20 populations identified as vulnerable by City staff are:

- Children (under 18).
- Cost-burdened households: Households paying 30 percent or more of their income towards housing expenses.
- Households in poverty: Households with an income below the poverty line, which is \$26,500 for a household of four.
- Immigrant communities.
- LGBTQIA+: Persons identifying gender or sexual orientation as lesbian, gay, bisexual, transgender, queer, intersex, asexual, or other gender and sexual identities that words cannot yet fully describe.
- Linguistically isolated persons: Spanish, Tagalog, and others.
- Low-income households: The State identifies \$81,600 as the low-income threshold for a household of four people in San Benito County in 2021.<sup>26</sup>
- Low-resourced people of color: Persons identifying as a member of a racial and/or ethnic group and facing limited access to resources, such as financial, social, healthcare, or educational assistance.<sup>27,28</sup>
- Outdoor workers: Workers in agriculture, agritourism, construction, outdoor recreation, etc.
- Overcrowded households: More than one person per room, severe overcrowding is more than 1.5 persons per room.
- Persons experiencing homelessness: 2020 Point In Time count reported 170 unsheltered, 112 sheltered, and 282 total persons experiencing homelessness in San Benito County.<sup>29</sup>

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<sup>26</sup> California Department of Housing and Community Development. 2021. State Income Limits for 2021. <https://www.hcd.ca.gov/grants-funding/income-limits/state-and-federal-income-limits/docs/income-limits-2021.pdf>.

<sup>27</sup> Public Health Alliance of Southern California. 2018. *Healthy Places Index*. <https://map.healthyplacesindex.org/>

<sup>28</sup> Roos, Michelle. (E4 Strategic Solutions). 2018. Climate Justice Summary Report. California's Fourth Climate Change Assessment. Publication number: SUM-CCCA4-2018-012.

<sup>29</sup> Focus Strategies. 2020. Monterey And San Benito County Homelessness Response System: Initial Observations & Recommendations. <https://chsp.org/wp-content/themes/chsp/img/MontereySBC-Initial-Observations-Report-Final-072020.pdf>.

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**VULNERABILITY ASSESSMENT REPORT – APPENDIX A**

- Persons living in mobile homes.
- Persons with chronic illnesses and/or disabilities.
- Persons without a high school degree.
- Persons without access to lifelines: Persons without reliable access to a car, transit, or communication systems.
- Pregnant and nursing women.
- Renters.
- Seniors (65+).
- Seniors living alone.
- Unemployed persons.

### *Buildings and Infrastructure*

PlaceWorks gathered details on infrastructure from state and local geographic information system (GIS) data, the Existing Conditions Report, and Local Hazard Mitigation Plan. These 22 asset groups are:

- Airport.
- Bicycling and pedestrian trails.<sup>30,31</sup>
- Bridges: Two state bridges.<sup>32</sup>
- Communication facilities: Cell towers, radio sites, etc.
- Community centers: Hollister Recreation Center, Hollister Veterans Memorial Building, Youth Alliance, Bertha Briggs Memorial Youth Center.
- Electrical transmission infrastructure.<sup>33</sup>
- Transmission Lines: Pacific Gas and Electric Company (PG&E)
- Substations: Two PG&E substations
- Emergency operation buildings: San Benito County Office of Emergency Services<sup>34</sup>.
- Cooling centers: Hollister Veterans Memorial Building.
- Flood Control Infrastructure.
- Government administration facilities: City Hall, Code Enforcement, Management Services Department, County of San Benito County Planning/Public Works.
- Hazardous materials sites: Eight active sites within the city.<sup>35</sup>
- Homes and residential structures.

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<sup>30</sup> City of Hollister. 2018. Park Facility Master Plan. <http://hollister.ca.gov/wp-content/uploads/2018/04/Public-Review-Draft-Parks-Master-Plan-2018-04-12.pdf>.

<sup>31</sup> Council of San Benito County Governments. 2009. San Benito County Bikeway and Pedestrian Master Plan. <http://www.sanbenitocog.org/pdf/San%20Benito%20County%20Bikeway%20and%20Pedestrian%20Master%20Plan.pdf>.

<sup>32</sup> Caltrans. 2022. "Caltrans GIS Data: State Highway Bridges." [https://gisdata-caltrans.opendata.arcgis.com/datasets/f0f31a540f17414ba384127182f4e088\\_0/explore?location=37.178467%2C-119.275800%2C7.09](https://gisdata-caltrans.opendata.arcgis.com/datasets/f0f31a540f17414ba384127182f4e088_0/explore?location=37.178467%2C-119.275800%2C7.09).

<sup>33</sup> California Energy Commission. 2022. "California Electric Infrastructure." <https://cecgis-caenergy.opendata.arcgis.com/apps/california-electric-infrastructure-app/explore>.

<sup>34</sup> Office of Emergency Services San Benito County. 2015. San Benito County Operational Area Emergency Operations Plan. <https://www.cosb.us/home/showpublisheddocument/240/637195349974030000>.

<sup>35</sup> California Department of Toxic Substances and Control. 2021. "EnviroStor." <https://www.envirostor.dtsc.ca.gov/public/>.

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- Libraries: San Benito County Free Library.
- Major roads and highways
  - State: State Route (SR-) 156, SR-156B, SR-25.
  - Local: San Benito Street, Westside Boulevard, Memorial Driver, Valley View Road, Cerra Vista Drive, Buena Vista Road, Santa Ana Road, South Street, Hillcrest Road, Nash Road, Sunnyslope Road.
- Natural gas pipelines: PG&E.
- Parks and Open Space<sup>36</sup>
  - Hollister City Parks: Allendale Park, Apricot Park, Dunne Park, Frank Klauer Memorial Park, Jerry Gabe Memorial Park, John Z. Hernandez Memorial Park, Las Brisas Park, McCarthy Park, Mirabella Park, Nora Park, River Trail, Santa Ana Park, Tony Aguirre Memorial Park, Valley View Park, Vista Park Hill, Water Reclamation Recreational Facility.
  - San Benito County Parks: Hollister Skate Park, Hollister Softball Fields.
  - School Parks: Calaveras School Park, Cerra Vista School Park, Ladd Lane Elementary School, Marguerite Maze Sports Complex, R. O. Hardin Elementary School, Rancho San Justo Sports Complex, San Benito High School Tennis Courts.
- Public safety buildings:
  - Police: Hollister Police Department headquarters.
  - Fire: Hollister Fire Stations #1, #2, #3; Hollister Air Tanker Base, San Benito County Fire Station #4, CAL FIRE Station, Department of Forestry and Fire Protection San Benito Unit.
- Railway: Union Pacific Railway.
- Schools: Hollister Dual Language Academy, Accelerated Achievement Academy, Hollister Prep, Ladd Lane Elementary, Sunnyslope Elementary, Rancho San Justo Middle, Calaveras Elementary, Cerra Vista Elementary, Maze Middle, Gabilan Hills Elementary, Spring Grove Elementary, San Benito High, Southside Elementary, R.O. Hardin Elementary, Cienega Elementary, San Benito County Regional Special Education Center, San Andreas Continuation High.
- Solid waste facilities: RJR Recycling, Chapin Plant 25 – Chapin Ready Mix, John Smith Road Landfill.
- Transit facilities: San Benito County Transit.
- Water and wastewater infrastructure: Hollister Public Works Department, Sunnyslope County Water District, Industrial Wastewater Treatment Plant, Domestic Water Reclamation Facility.

### *Economic Drivers*

PlaceWorks determined important economic assets based on Market Demand Analysis prepared for the City of Hollister by BAE in November 2020. These five economic drivers are:

- Agriculture.
- Education.
- Major employers: R&R Labor, Hazel Hawkins Memorial Hospital, McElectronics Inc., Corbin Sparrow, Denis & Filice Packing Co., Nob Hill Foods, San Benito Foods, Target, Trical Inc., and West Marine.

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<sup>36</sup> City of Hollister. 2018. Park Facility Master Plan. <http://hollister.ca.gov/wp-content/uploads/2018/04/Public-Review-Draft-Parks-Master-Plan-2018-04-12.pdf>.

- Outdoor recreation and tourism.
- State and regional parks: Hollister Hills State Vehicular Recreation Area, Fremont Peak State Park, San Benito County Historic Park, Brigantino Park.

### *Ecosystems and Natural Resources*

PlaceWorks determined the ecosystems and natural resources based on the Existing Conditions Report for the General Plan. These six resource types are:

- Forest: Forest and woodlands occupy an estimated 93 acres of the land cover types in the Planning Area, occurring in scattered stands along the San Benito River corridor and southern slopes above the river plain.
- Grassland: Grasslands occupy most of the undeveloped hillsides to the east, south and southwest of the General Plan Planning Area outside the largely developed valley floor. The grasslands are generally composed of introduced grasses and broadleaf species.
- Open Water: Open water habitats consist of creeks, waterways, and riverine habitat and consist of approximately 92 acres in the Planning Area.
- Riparian Woodlands: Riparian vegetation occurs along San Benito River, segments of Santa Ana Creek, and some reaches of tributary drainages in the General Plan Planning Area. The riparian tree and shrub cover occupies an estimated 168 acres in the Planning Area.
- Scrub: A number of native and non-native vegetative cover types occur along the margins or just outside the General Plan Planning Area, such as mixed chaparral and coastal scrub cover an estimated 11 acres.
- Wetlands and freshwater marsh: Freshwater marsh habitat is also associated with the San Benito River and tributary drainage channels, ponds, and other waterbodies. Segments of the larger creeks in the General Plan Planning Area that do not support a canopy of woody riparian vegetation generally support some type of freshwater marsh cover along the margins of the active channel.

### *Key Services*

These assets are based on typical services provided in cities throughout California, which are supported by the infrastructure and buildings listed previously. Key community services include the operation and functions needed to provide and maintain services. The Vulnerability Assessment evaluates the infrastructure and people needed to support them separately. These eight services include:

- Communication services: Radio, television, cellular and landline phone, and internet.
- Emergency medical response: San Benito County Emergency Medical Services Agency and American Medical Response.
- Energy delivery: PG&E and Central Coast Community Energy.
- Government administration and community services: Programs, permitting centers, and other services provided to the public by the City.
- Public safety response: Hollister Police Department, Hollister Fire Department, and CAL FIRE.
- Public transit access: San Benito County Transit.
- Solid waste removal: San Benito County Integrated Waste Management Regional Agency and Recology.
- Water and wastewater: City of Hollister and San Benito County.

**APPENDIX B: VULNERABILITY ASSESSMENT RESULTS MATRIX**

The Vulnerability Assessment evaluates the impact and adaptive capacity of 61 populations and assets for each of the relevant 7 hazards. Vulnerability scores of high, medium, or low were assigned to reflect how susceptible the population or asset is to the harm posed by the hazard. The City assessed 309 different pairings for vulnerability, 102 of which scored as highly vulnerable. The following matrix provides the scores for each population and assets to each relevant hazard. Gray cells with a dash (-) indicate that a specific hazard is not applicable to a specific population or asset, and therefore was not scored.

POPULATIONS AND ASSETS	AGRICULTURE & ECOSYSTEM PESTS & DISEASES	DROUGHT	EXTREME HEAT & WARM NIGHTS	FLOODING	HUMAN HEALTH HAZARDS	SEVERE STORMS	WILDFIRE
<b>Populations</b>							
Children	-	Low	High	Medium	Medium	Medium	High
Cost-burdened households	-	Low	Medium	Medium	Medium	Low	Medium
Households in poverty	-	High	High	High	High	High	High
Immigrant communities	High	Medium	High	High	High	High	High
LGBTQIA+	-	Low	Low	Medium	Medium	Low	Medium
Linguistically isolated persons	-	Low	Medium	Medium	Medium	Medium	Medium
Low-income households	-	Medium	Medium	Medium	Medium	Medium	Medium
Low-resourced people of color	Medium	High	High	High	High	High	High
Outdoor workers	High	High	High	High	High	High	High
Overcrowded households	-	Low	Medium	Medium	High	Low	Medium
Persons experiencing homelessness	-	Medium	High	High	High	High	High
Persons living in mobile homes	-	Low	High	High	Medium	High	Low

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POPULATIONS AND ASSETS	AGRICULTURE & ECOSYSTEM PESTS & DISEASES	DROUGHT	EXTREME HEAT & WARM NIGHTS	FLOODING	HUMAN HEALTH HAZARDS	SEVERE STORMS	WILDFIRE
Persons with chronic illnesses and/or disabilities	-	Low	High	Medium	High	High	High
Persons without a high school degree	-	Low	Low	Low	Low	Low	Low
Persons without access to lifelines	-	Low	Medium	High	Medium	Medium	Medium
Pregnant and nursing women	-	Low	High	Medium	High	Medium	High
Renters	-	Low	Low	Low	Low	Low	Low
Seniors (65+)	-	Low	High	High	High	Medium	High
Seniors living alone	-	Low	High	High	High	High	High
Unemployed persons	-	Medium	Medium	Low	Medium	Medium	Medium
<b>Buildings and Infrastructure</b>							
Airport	-	-	Low	-	-	Medium	-
Bicycling and pedestrian trails	Low	-	-	Low	-	Low	Low
Bridges	-	-	-	High	-	High	Medium
Communication facilities	-	-	Low	-	-	High	Medium
Community centers	-	-	Low	-	-	Medium	Low
Electrical transmission infrastructure	-	-	High	Low	-	High	High
Emergency operation buildings	-	-	Low	-	-	Low	-
Cooling centers	-	-	Medium	-	-	Medium	Medium
Flood Control Infrastructure	-	-	-	Medium	-	High	Low

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<b>POPULATIONS AND ASSETS</b>	<b>AGRICULTURE &amp; ECOSYSTEM PESTS &amp; DISEASES</b>	<b>DROUGHT</b>	<b>EXTREME HEAT &amp; WARM NIGHTS</b>	<b>FLOODING</b>	<b>HUMAN HEALTH HAZARDS</b>	<b>SEVERE STORMS</b>	<b>WILDFIRE</b>
Government administration facilities	-	-	Low	Low	-	Medium	-
Hazardous materials sites	-	-	-	Medium	-	Medium	Medium
Homes and residential structures	-	-	Medium	Medium	-	High	High
Libraries	-	-	Low	Low	-	Medium	-
Major roads and highways	-	-	Medium	High	-	Low	High
Natural gas pipelines	-	-	-	Low	-	-	Low
Parks and open space	Medium	Medium	Low	Low	-	Low	Medium
Public safety buildings	-	-	Low	Low	-	Low	Low
Railway	-	-	High	Medium	-	Medium	-
Schools	-	-	Medium	Low	-	Medium	Medium
Solid waste facilities	-	-	-	Medium	-	Low	Low
Transit facilities	-	-	-	Low	-	Low	-
Water and wastewater infrastructure	-	Low	-	Medium	-	Medium	Medium
<b>Economic Drivers</b>							
Agriculture	High	High	High	High	High	High	High
Education	-	-	Low	Low	Medium	Low	Medium
Major employers	Medium	Medium	Medium	High	Medium	Low	Medium
Outdoor recreation and tourism	Medium	Low	High	Medium	Medium	Medium	High

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POPULATIONS AND ASSETS	AGRICULTURE & ECOSYSTEM PESTS & DISEASES	DROUGHT	EXTREME HEAT & WARM NIGHTS	FLOODING	HUMAN HEALTH HAZARDS	SEVERE STORMS	WILDFIRE
State and regional parks	High	Medium	High	Medium	Medium	Medium	High
<b>Ecosystems and Natural Resources</b>							
Forest	High	Low	Medium	-	-	High	Low
Grassland	Low	Medium	Low	Low	-	Low	Medium
Open Water	Low	High	High	High	-	High	High
Riparian Woodlands	Medium	Medium	Medium	Medium	-	High	Medium
Scrub	Medium	Medium	Medium	Low	-	Medium	High
Wetlands and Freshwater Marsh	Low	High	High	Low	-	Low	Medium
<b>Key Services</b>							
Communication services	Low	-	Low	Low	-	High	Medium
Emergency medical response	Low	-	Medium	Medium	High	Medium	Low
Energy delivery	Medium	Low	High	Low	-	High	High
Government administration & community services	-	-	Low	Low	Low	Low	Low
Public safety response	Medium	-	Medium	High	Medium	Medium	Medium
Public transit access	Low	-	High	High	Low	High	High
Solid waste removal	Low	-	Medium	Medium	Low	Medium	Medium
Water and wastewater	Low	High	Medium	High	-	Medium	High

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CLIMATE CHANGE VULNERABILITY ASSESSMENT REPORT- APPENDIX B

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# APPENDIX B

## EVACUATION STUDY

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# TECHNICAL MEMORANDUM

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January 8, 2026

Project# 31273

To: Eli Krispi, Tammy Seale, Carey Stone – PlaceWorks, Inc.  
From: Grace Carsky, Mike Aronson, Ravi Cohen – Kittelson & Associates, Inc.  
RE: Hollister 2040 General Plan Update - Evacuation Analysis

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## Introduction

Kittelison & Associates, Inc. (Kittelison) is providing an evacuation transportation analysis for the city of Hollister, California in support of its 2040 General Plan update. The evaluation considers two (2) representative evacuation scenarios and provides the City with estimates of roadway capacity constraints and travel time considerations during evacuations. The analysis helps identify locations where there is a greater potential for traffic congestion and need for additional control measures in the event of an evacuation.

This evacuation evaluation is consistent with requirements outlined in California Government Code Section 65302.15, as codified by Assembly Bill (AB) 747 in 2019.<sup>1</sup> This law requires agencies to evaluate the safety, viability, and capacity of their evacuation routes.

The memorandum includes the following sections:

- Introduction, including legislative requirements and analysis scenarios
- Methodology
- Evacuation analysis results
- Evacuation planning considerations and recommendations.

## Legislative Requirements

Recent California legislation, including Assembly Bill (AB) 747, requires local agencies to review accessibility and evacuation routes when specific elements within the General Plan or other emergency planning documents are completed or updated. AB 747 requires that the Safety Element be reviewed and updated to identify evacuation routes and their capacity, safety, and viability under a range of emergency scenarios. This is a requirement for all Safety Elements or updates to Hazard Mitigation Plans completed after January 2022.

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<sup>1</sup> <https://openstates.org/ca/bills/20192020/AB747/>

# Roadway Network

The City of Hollister is located in the northern area of San Benito County, California. It is south of Gilroy and east of San Juan Bautista.

## STATE ROUTES

**State Route 25 (SR-25)** is the primary north-south highway in the city. The route continues northwest from Hollister and connects with US-101 at its terminus. The road travels south from Hollister and ends at the intersection of State Route 198. SR-25 is the primary road which accesses Gilroy to the north and the San Benito County Fairgrounds to the south.

**State Route 156 (SR-156)** is an east-west highway that connects US-101 to the west and State Route 152 to the east. The highway runs north of Hollister but is easily accessible via State Route 156B or SR-125. Vehicles traveling south bound on US-101 would use SR-156 going west, while vehicles traveling towards Interstate 5 would use SR-156 and connect with SR-152 going east.

**State Route 156B (SR-156B)** provides two connections from Downtown Hollister to SR-156. The road runs east-west along 4<sup>th</sup> street and turns north at San Benito Street. The route is primarily a local arterial street.

## LOCAL ROAD NETWORK

There are several arterial and collector roads that complement the state highways and are also likely to be used for evacuation purposes, depending on the evacuation scenario, including but not limited to:

- Hillcrest Road
- San Juan Road
- 4<sup>th</sup> Street
- San Benito Street
- Buena Vista Road
- Nash Road
- McCray Street

## Analysis Scenarios

The evacuation analysis considers the following two representative evacuation scenarios:

- **Flooding Scenario #1** – Flooding occurs along the San Benito River
- **Earthquake Scenario #2** – Earthquake occurs along the Calaveras Fault through the city

These scenarios do not represent every possible emergency that could affect Hollister, but they represent high likelihood emergencies that may stress different parts of the road system. The evacuation scenarios were chosen in discussion with City staff, including Hollister Police Department and Hollister Fire Department, to represent likely emergencies for the evacuation analysis.

## TIME FRAMES

This study evaluates the transportation related impacts during two evacuation scenarios. To account for the worst-case scenario, all the scenarios are analyzed during the weekday PM peak hour, which represents the peak traffic volume during a typical week.

### Existing Conditions

The base year evaluation is representative of evacuations with existing conditions. The Association of Monterey Bay Area Governments (AMBAG) Travel Demand Model uses 2015 as its base year.

### 2045 Conditions

The future-year traffic levels include development allowable under the proposed 2040 Hollister General Plan. Outside of Hollister, the traffic forecasts incorporate travel generated by the 2045 regional demographic projections provided by the Association of Monterey Bay Area Governments (AMBAG).

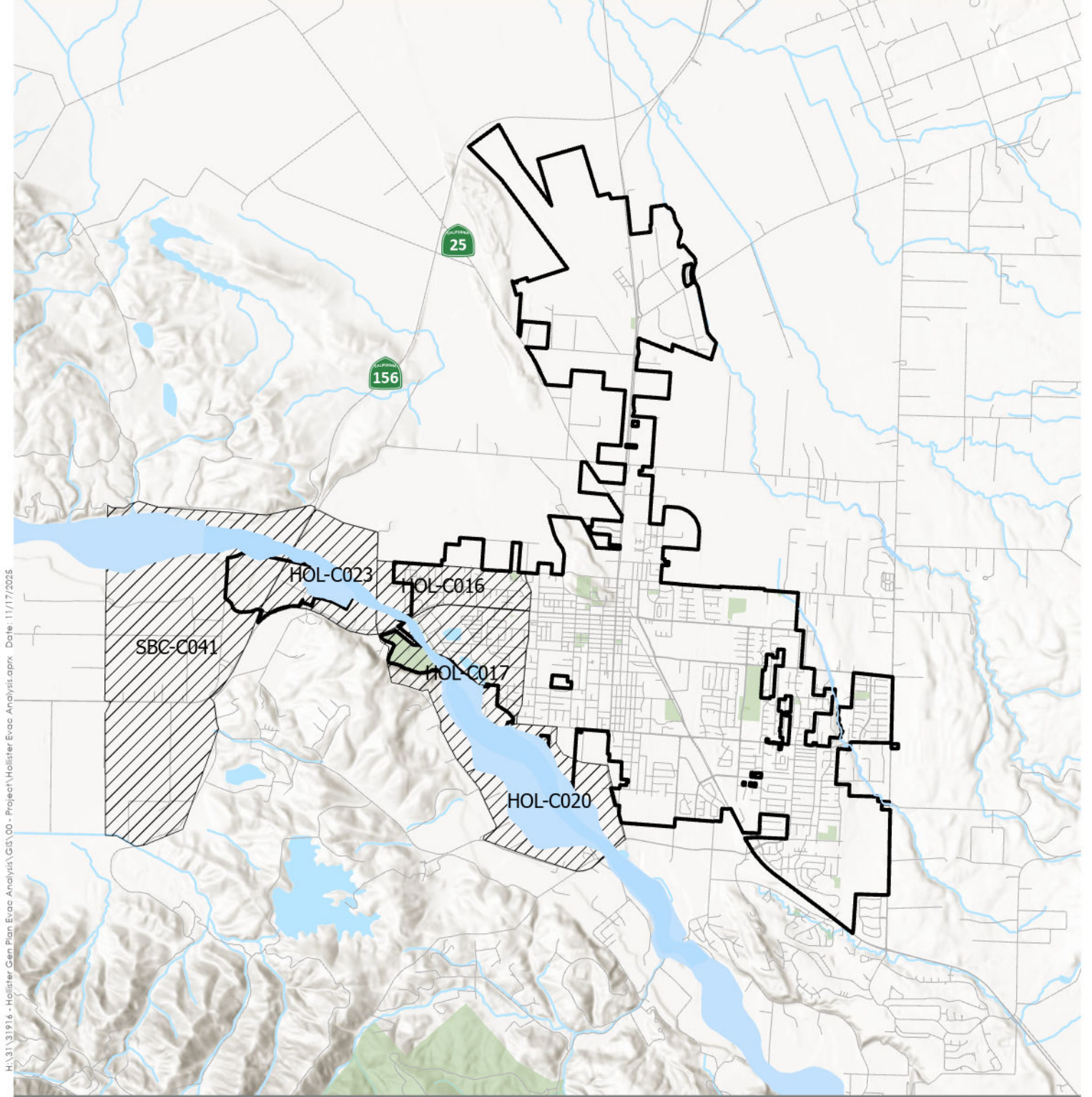
# Methodology

## Flooding Scenario

As part of the flooding scenario, all evacuation zones adjacent to the San Benito River floodway were assumed to evacuate. Survey data on the San Benito River floodway was acquired from the Federal Emergency Management Agency (FEMA). The southwest portion of Hollister would be affected during a flood, including areas near Aguirre Memorial Park and San Benito County River View Park. The Hollister Floodplain is shown in Figure 1 alongside relevant evacuation zones.

## Earthquake Scenario

As part of the earthquake scenario, all evacuation zones which overlapped with the Calaveras Fault were assumed to receive an evacuation order. Survey data on the Calaveras Fault was acquired from the United States Geological Survey (USGS). The evacuating region includes a north-south section running through the middle of the city, adjacent to the west side of SR-25. The Calaveras Fault Line is shown in Figure 2 alongside relevant earthquake evacuation zones.



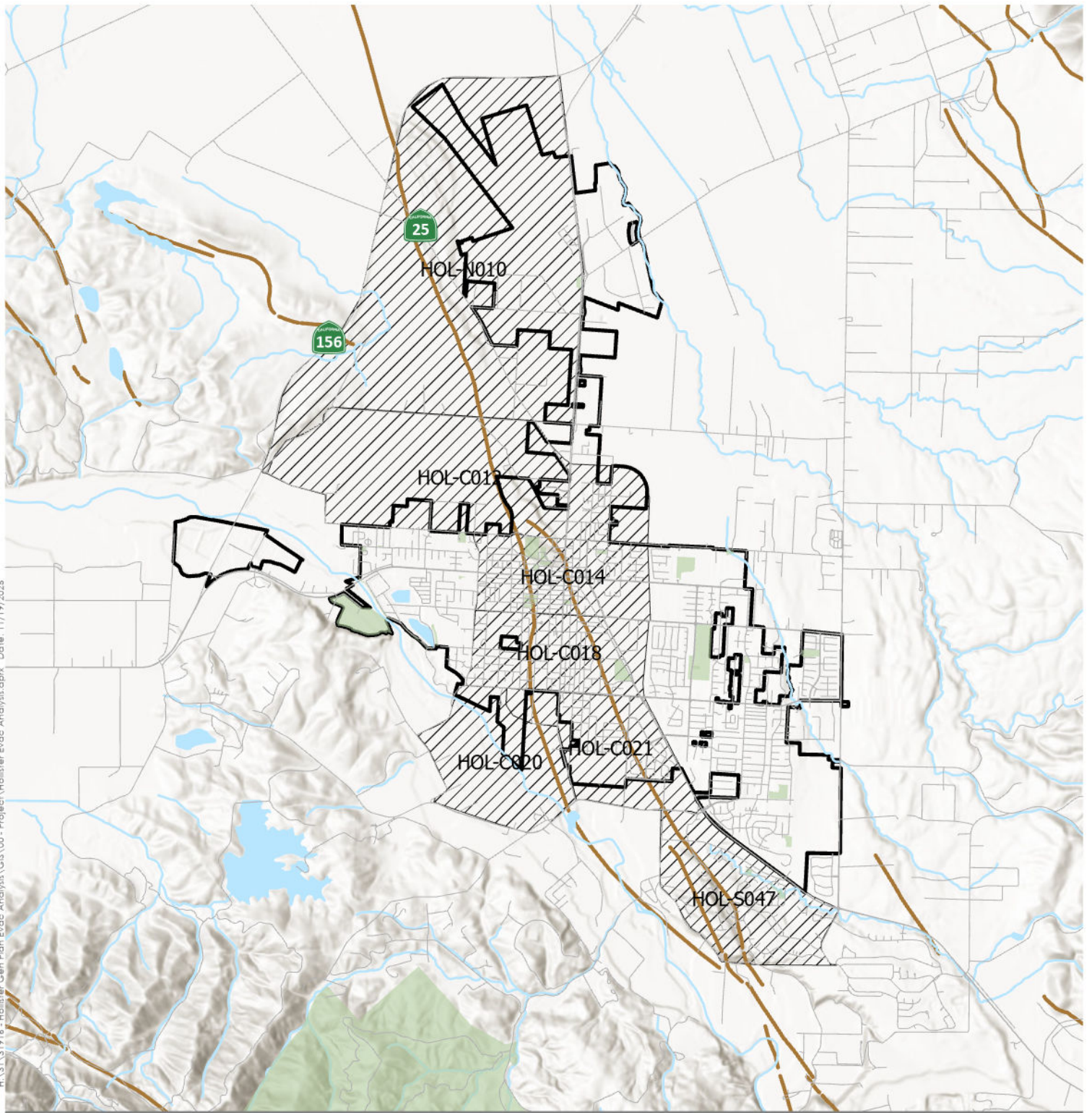
- Hollister Floodplain
- Hollister City Boundary
- Flooding Evacuation Zone




0 0.5 Miles


**Flooding Evacuation Zones  
Scenario 1 - Flooding along San Benito River  
Hollister General Plan Update  
Hollister, CA**

**Figure 1**

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-  Fault Lines
-  Hollister City Boundary
-  Earthquake Evacuation Zones

0 0.5 Miles 

**Earthquake Evacuation Zones  
Scenario 2 - Earthquake along Calaveras Fault  
Hollister General Plan Update  
Hollister, CA**

**Figure 2**

## Travel Modeling Tools

The evacuation analysis uses the Association of Monterey Bay Area Governments (AMBAG) travel demand model to estimate roadway congestion and travel times in an evacuation under the two analysis scenarios. The travel model includes a 2045 land use forecast and transportation improvement assumptions developed for the 2040 General Plan Update.

## Evacuation Assumptions

This section outlines the assumptions made on when residents and employees in the evacuation area would need to evacuate and the conditions under which they would evacuate. All assumptions outlined below were discussed and agreed upon with an advisory group. The advisory group consisted of representatives from Community Development Department (Planning Division), Hollister Police Department, and Hollister Fire Department.

### Travel Type

Baseline travel represents normal travel patterns during the weekday peak hour as included in the AMBAG travel demand model. Evacuation travel represents estimated evacuation trips and travel time from each evacuating Traffic Analysis Zone (TAZ) to an evacuation destination. Over the course of an evacuation, it is assumed that 90% of residents that are given an evacuation order or pre-evacuation warning will evacuate, while 10% of people will not evacuate despite a given order. The 10% of people not evacuating are assumed to continue travelling as normal using baseline travel patterns, whereas the 90% of people evacuating are traveling to predetermined evacuation destinations. Kittelson reviewed the model's TAZs and assigned each TAZ a combination of Baseline travel and Evacuation travel, based on its presence in the designated evacuation area.

### Evacuation Areas

For each of the two evacuation scenarios analyzed in this study, evacuation areas were determined based on discussions with the advisory group. Accordingly, the following are the evacuation areas assumed in this study.

- Flooding Scenario (Figure 1): Evacuation area includes the areas along the San Benito River
  - Includes evacuation zones SBC-C041, HOL-C023, HOL-C016, HOL-C017, and HOL-C020.
- Earthquake Scenario #2 (Figure 2): Evacuation area includes the areas around downtown Hollister, south to Ridgemark, and North to the airport.
  - Includes evacuation zones HOL-N010, HOL-C012, HOL-C014, HOL-C018, HOL-C020, HOL-C021, and HOL-S047.

The evacuation areas are overlaid with the AMBAG travel demand model's TAZ map to identify the number of people that would need to be evacuated.

## Number of Evacuating Trips

In general, modeled trips are a function of several factors, including the land uses in an area, the socio-economic characteristics of the population in the area (e.g., auto ownership, income, and household size), and the type and extent of available roadways in an area. Kittelson obtained the citywide land-use information by TAZ from the AMBAG travel demand model to estimate households, population, and employment.

The City of Hollister auto ownership information by Census Tract is obtained from the American Community Survey (ACS) 2022 5-year estimates. Based on this data, there are an average of 2.36 vehicles per household in Hollister. The number of evacuating households is multiplied by 2.36 to estimate the number of evacuating residential vehicles.

The analysis conservatively assumed that 2.36 vehicles would evacuate per residential unit, and one vehicle would evacuate per employee. Table 1 presents the number of evacuating vehicles by vehicle type.

**Table 1. Number of Vehicles by Vehicle Type**

Vehicle Type	Number of Evacuating Vehicles
Households	2.36 vehicles per household
Employees	1 vehicle per employee

Table 2 presents the estimated number of residents, employees, and visitors for each scenario and analysis scenario.

**Table 2. Estimated Number of Evacuating Vehicles by Scenario**

Scenario	Resident Vehicles	Employee Vehicles
<b><i>Flooding Scenario</i></b>		
Existing Conditions	4,734	1,192
2045 Conditions	10,925	1,597
<b><i>Earthquake Scenario</i></b>		
Existing Conditions	13,981	7,842
2045 Conditions	34,167	12,766

Source: AMBAG Travel Demand Model, Kittelson & Associates, Inc., 2025

## Trip Distribution

For residents and employees in the evacuation area, trip distribution assumptions were based on road closures, potential evacuation routes, the location of evacuation destinations, and their relative proximity to the evacuation area.

## Roadway Capacity

Kittelson modeled trip patterns using the typical capacities for each roadway within and outside the evacuation area, except for roadways otherwise identified for road closures by the advisory group. The scenarios represent conditions without implementation of any evacuation strategies, such as manual traffic control or contraflow lanes, which could increase roadway capacity in one direction versus the other.

## Evacuation Destination and Route Choice

Evacuation destinations are chosen to represent safe areas community members may travel to in an evacuation. Destinations may be chosen based on several factors, such as location (e.g., central areas, safe distance from hazard areas), building characteristics (e.g., large spaces, capacity to accommodate many people during an emergency, proximity to emergency resources), or prior use during emergency events. These destinations were corroborated with City staff, including members of the Hollister Fire Department and Hollister Police Department.

The number of trips to each evacuation destination was assigned according to the location and direction of the evacuation, based on the trip distribution described above. These destinations were selected for each of the evacuation scenarios with a goal of identifying evacuation travel patterns and congestion in the evacuation area and in the region.

The following sites were chosen to represent evacuation destinations in the flooding scenario:

- Hollister Recreation Center, on the corner of Fremont Way and West Street
- Hollister Airport, on SR-156B, at the northern end of the city
- Gilroy, north of the city, accessed via SR-25

The following sites were chosen to represent evacuation destinations in the earthquake scenario:

- San Benito County Fairgrounds, on SR-25, south of the city
- Hollister Airport, on SR-156B, on the northern end of the city
- Gilroy, north of the city, accessed via SR-25

The trips were distributed from each of the evacuating TAZs to the evacuation destinations with various percentages depending on proximity to destinations and available evacuation routes, as appropriate. The trip distribution is not intended to reflect a precise distribution of the routes that would be taken during an evacuation.

## Evacuation Assignment

During an evacuation event, residents and employees will receive one of three evacuation assignment orders:

- **No Action** – residents and employees do not need to evacuate or prepare for an evacuation.
- **Evacuation Warning** – residents and employees in a specific evacuation zone are ordered to prepare for an evacuation but do not need to evacuate immediately.
- **Evacuation Order** – residents and employees in a specific evacuation zone are ordered to evacuate immediately.

The estimated factors are based on survey results in California in UC Berkeley's Review of California Wildfire Evacuations from 2017 to 2019.<sup>2</sup> Based on Kittelson's conversations with the advisory group, it is assumed that all affected areas are given an evacuation order. As such, the following assumptions were made with regards to first-hour evacuations:

- **Flooding Scenario:** It was assumed that everyone who chose to evacuate would do so in the first hour. People evacuating are likely to do so before the event and on short notice.
- **Earthquake Scenario:** Because evacuations would be more long-term and happen after a disaster, people would evacuate over a longer period. Based on survey results, a majority of people are likely to leave within the first hour of an evacuation. As such, it was assumed that 35% of evacuees would evacuate in the first hour, 25% would do so in the second hour, 15% in the third hour, 10% in the fourth hour, and 5% in the fifth hour, for a total of 90%. Evacuations were also assumed to be distributed evenly within each evacuating area, due to the lack of a phased evacuation. As such, the first hour would have the highest traffic volume, and thus is the hour which was modeled.

## Resident-Employee Adjustment

Kittelson estimated total evacuation trips by calculating the trips generated at household uses and trips generated by employees at non-residential land uses. There are people who both live and work in Hollister and depending on when an evacuation happens, people may be at home, at work, or traveling between the two places. If an evacuation occurs during the night, most residents would be at home, whereas most employees would not be at their workplace. If a flood or earthquake occurs during the workday, most employees would be at their workplace, but many residents would not be at home. Because the travel demand model does not account for people who both live and work in Hollister, the evacuation analysis accounts for double-counting and conservatively assumes that 75 percent of the sum of residents and employees in the affected TAZs would participate in an evacuation.

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<sup>2</sup> Wong, S., Broader, J. and Shaheen, P., 2022. Review of California Wildfire Evacuations from 2017 to 2019. [online] Escholarship.org. Available at: <<https://escholarship.org/uc/item/5w85z07g>>

## Road Closures

In the event of a natural disaster, some roadways might close, whether due to structural failure due to an earthquake or impassable conditions due to a flood. For a conservative estimate, the following road segments were assumed to be closed in both directions:

- **Flooding scenario:** SR-156 north of the junction with SR-156B, SR-156B west of Graf Road and Union Road west of Cienega Road. These road segments all include water crossings and are assumed to flood.
- **Earthquake Scenario:** SR-156 north of the junction with SR-156B, Union Road west of Cienega Road, and Hospital Road east of Cowden Road. These road segments include bridge crossings which are assumed to be damaged from an earthquake.

# Evacuation Results

The AMBAG travel demand model was used to estimate travel times and volume-to-capacity (V/C) ratios for each analysis scenario. The following sections present the congestion locations and comparison of travel times for the 2045 conditions for the two disaster scenarios. The analysis is run assuming no manual traffic control is in place during the evacuation.

The congestion on a roadway segment is determined based on the V/C ratio of the segment derived from the AMBAG travel demand model. Congestion locations are classified as shown in Table 3.

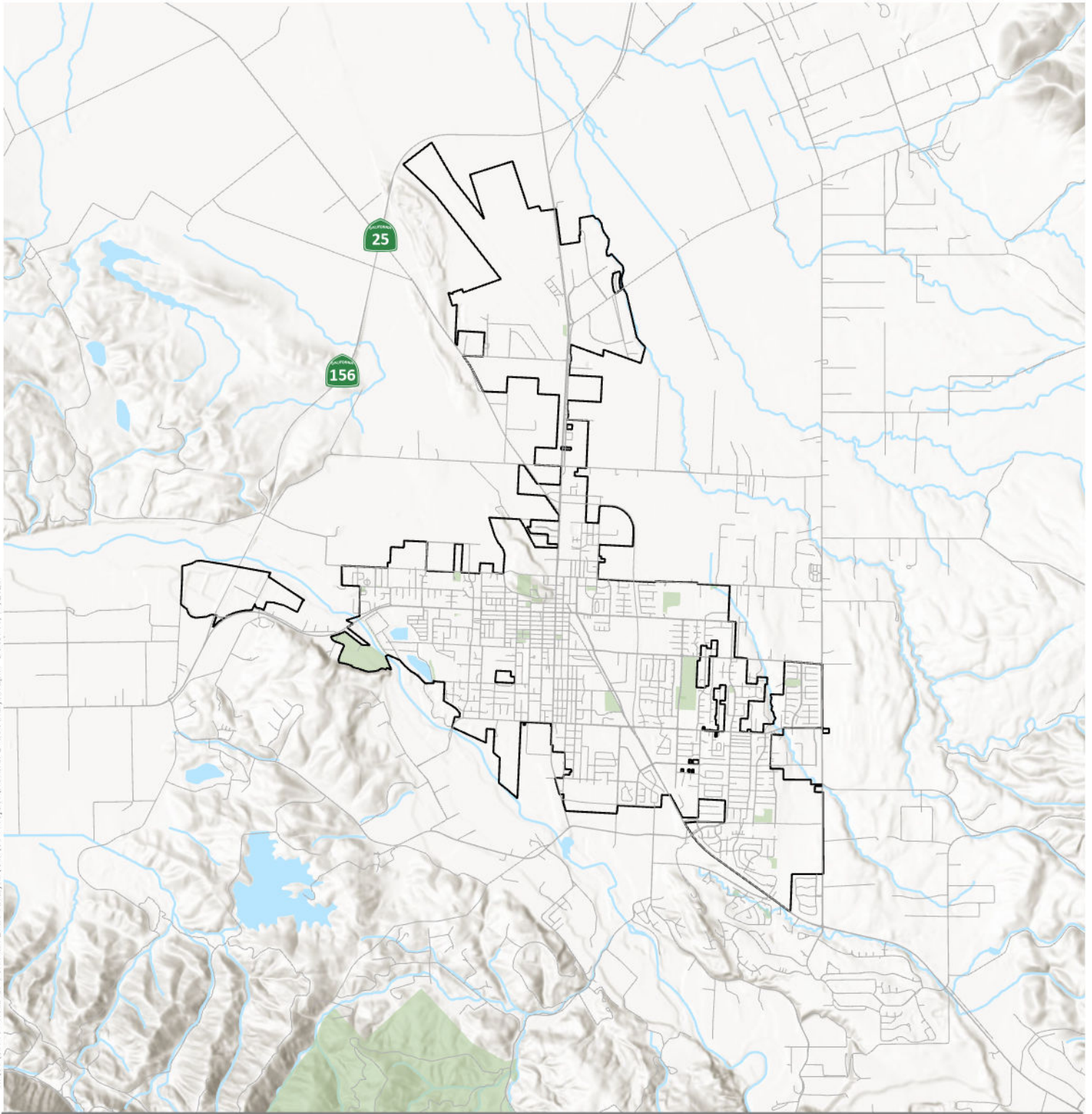
**Table 3. Congestion Classification based on Volume-to-Capacity (V/C) ratio**

Volume-to-Capacity (V/C) ratio	Congestion Classification
≤ 0.9	Under Capacity
0.9 to 1.0	Near Capacity
≥ 1.0	Over Capacity

## NO EVACUATION SCENARIO




The results on the evacuation scenarios were compared with no evacuation conditions. As seen in Figure 3 and Figure 4, no roadways in Hollister's immediate vicinity have a v/c ratio above 0.9 within both Existing and 2045 conditions, meaning all roadways are under capacity.

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 Hollister City Boundary

**Volume-to-Capacity Ratio**

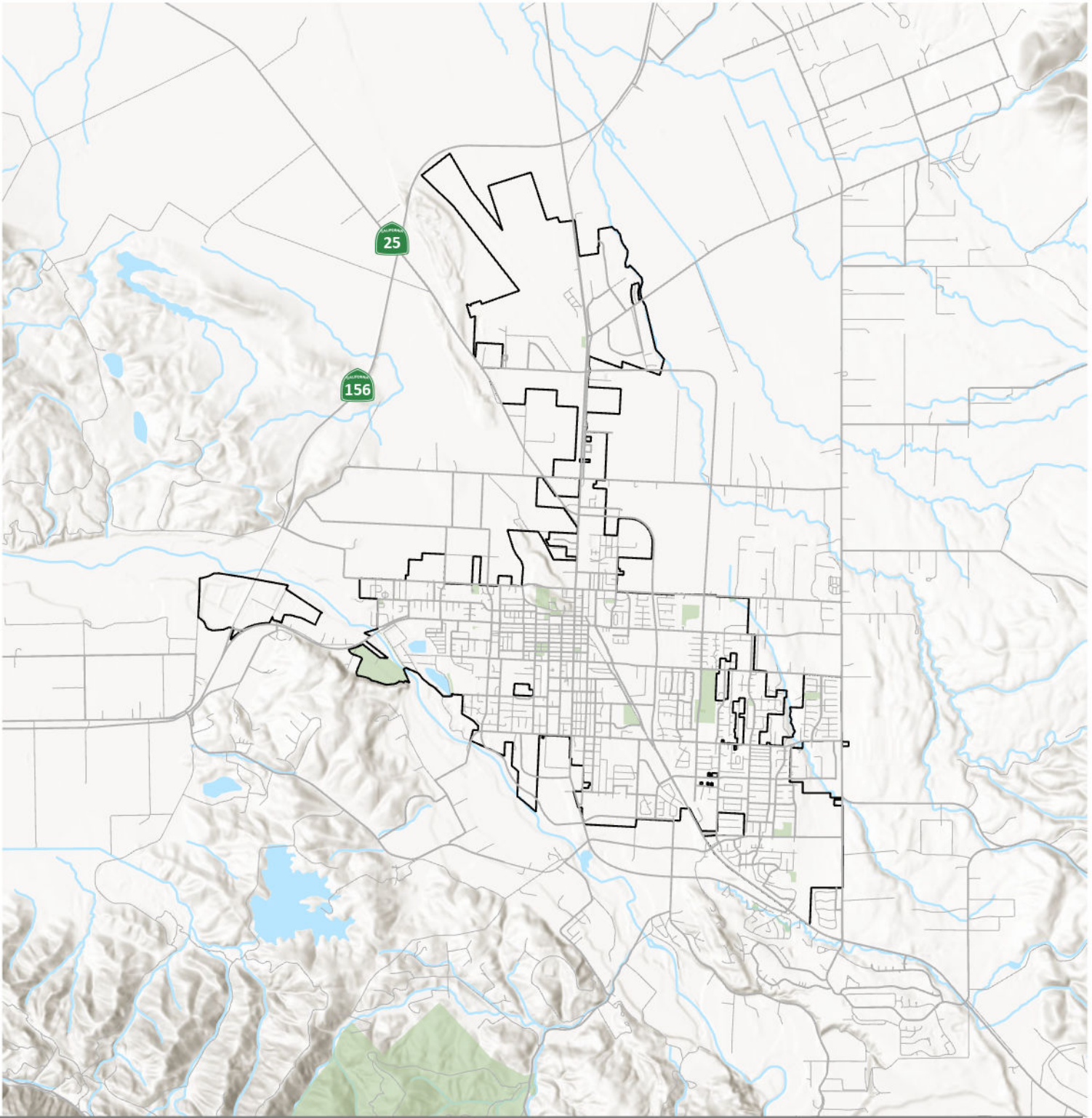
-  V/C > 1.0
-  V/C = 0.90 - 0.99
-  V/C < 0.90

0 0.5 Miles 

**Roadway Capacity - Existing Conditions  
No Evacuation  
Hollister General Plan Update  
Hollister, CA**

**Figure 3**


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 Hollister City Boundary

**Volume-to-Capacity Ratio**

 V/C > 1.0

 V/C = 0.90 - 0.99

 V/C < 0.90

0 0.5 Miles



**Roadway Capacity - 2045 Conditions  
No Evacuation  
Hollister General Plan Update  
Hollister, CA**

**Figure 4**

## FLOODING SCENARIO

This section presents the congestion location and travel times analysis under the flooding conditions for both Existing and 2045 conditions. The origin and destination locations are identified based on the evacuation area boundaries defined for this flooding scenario and likely evacuation destinations in San Benito County. However, evacuation destinations are subject to change during an actual evacuation event based on direction from the City Police Department and/or County Sheriff's Office or evacuating persons' personal preferences.

### Existing Conditions

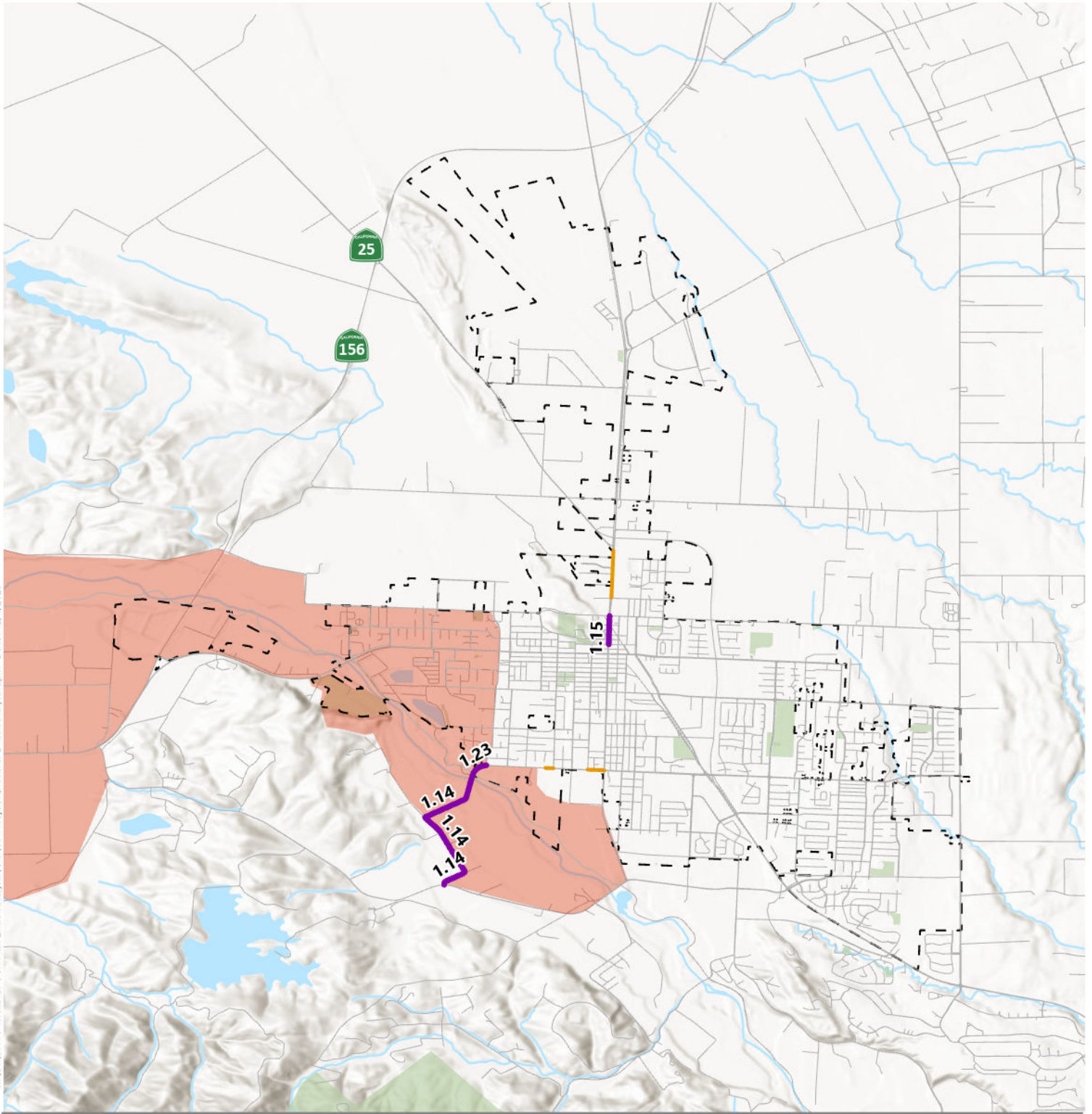
Figure 5 shows the congestion locations during the flooding scenario. Congestion is estimated to increase to over capacity at Nash Road from Westside Boulevard to Union Road and San Benito Street from 4<sup>th</sup> Street to Santa Ana Road.






### 2045 Conditions

Figure 6 shows the congestion locations during the flooding scenario. Congestion is expected to increase to over capacity at the following locations:

- Nash Road from Westside Boulevard to Union Road
- San Benito Street from 4<sup>th</sup> Street to SR-25
- Wright Road from the Hollister Bypass to SR-25
- SR-156B from Bert Drive to Flynn Road
- Union Road from SR-156 to San Justo Road

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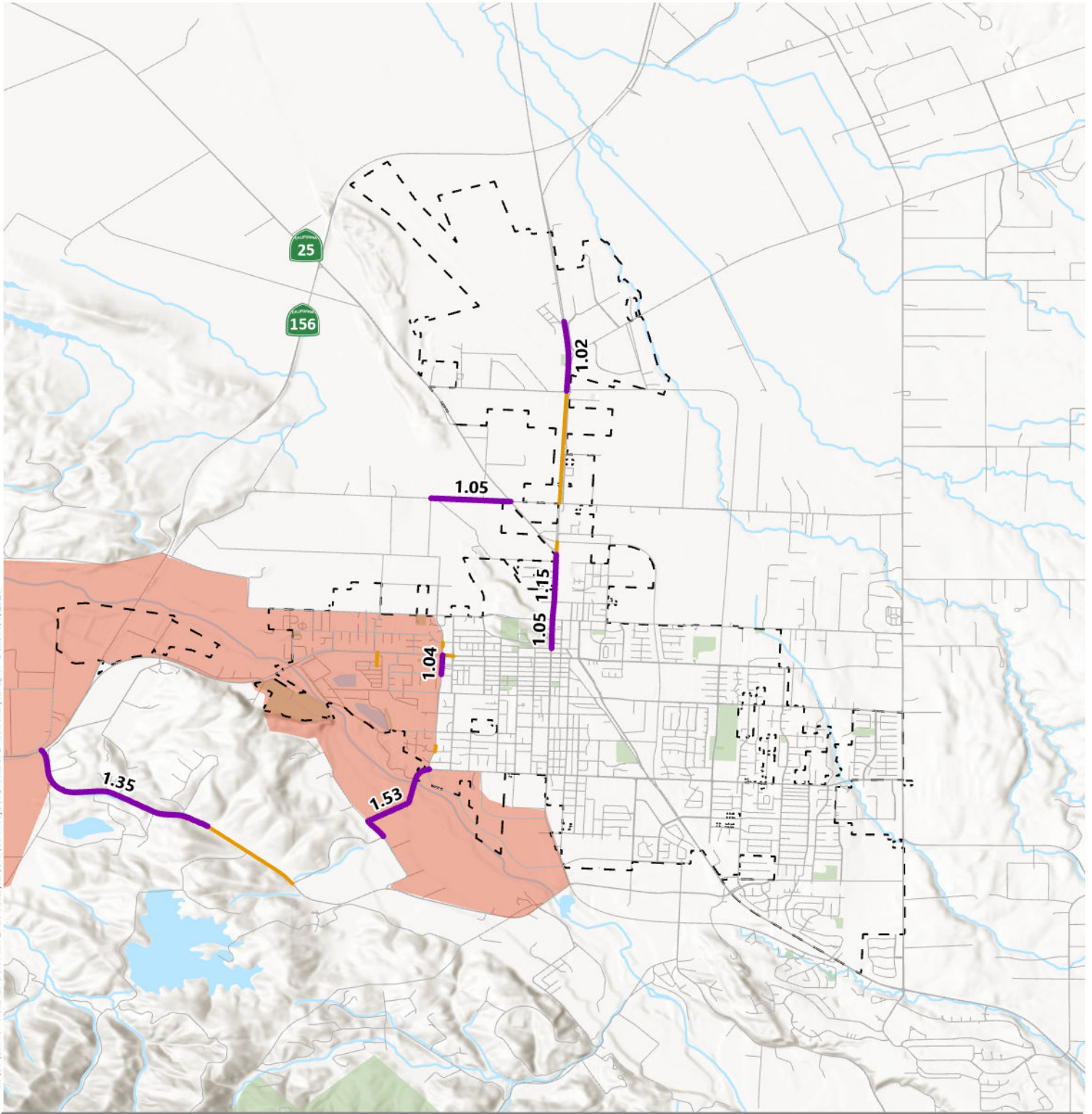


-  Evacuating Areas
-  Hollister City Boundary
- Volume-to-Capacity Ratio**
-  V/C > 1.0
-  V/C = 0.90 - 0.99
-  V/C < 0.90

**Roadway Capacity - Existing Conditions**  
**Scenario 1 - Flooding along San Benito River**  
**Hollister General Plan Update**  
**Hollister, CA**

**Figure 5**

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- Evacuating Areas
- Hollister City Boundary
- Volume-to-Capacity Ratio**
- V/C > 1.0
- V/C = 0.90 - 0.99
- V/C < 0.90

**Roadway Capacity - 2045 Conditions**  
**Scenario 1 - Flooding along San Benito River**  
**Hollister General Plan Update**  
**Hollister, CA**

**Figure 6**

## Estimated Travel Times

Table 4 shows the estimated travel times (in minutes) during the flooding scenario for the Existing Conditions. As seen in the table below, the increase in travel time with an evacuation varies between 0.2 to 33.6 minutes.

**Table 4. Estimated Travel Time (minutes), Flooding Scenario (Existing Conditions)**

Origin	Destination	Evacuation Travel Times		
		No Evacuation (mins)	Evacuation (mins)	Difference (mins)
<b>Evacuation Zone SBC-041</b>				
Bixby Road N. of SR 156	Community Center	10.3	21.9	11.6
	Airport	13.5	28.7	15.2
	Gilroy	23.6	50.2	26.6
Union Rd. E. of SR 156	Community Center	7.7	14.9	7.2
	Airport	12.0	21.7	9.7
	Gilroy	22.6	56.2	33.6
<b>Evacuation Zone HOL-C017</b>				
S. of San Juan E. of River	Community Center	2.5	2.7	0.2
	Airport	6.7	9.5	2.8
	Gilroy	20.5	45.2	24.7
Westside & Nash	Community Center	2.9	3.3	0.4
	Airport	7.4	10.1	2.7
	Gilroy	21.2	47.9	26.7

*Compiled by: Kittelson & Associates, Inc., 2025*

Table 5 shows the estimated travel times (in minutes) during the flooding scenario for the 2045 conditions. As seen in the table below, the increase in travel time with an evacuation varies between 0.6 to 108.2 minutes. The 2040 Hollister general plan projects more than 3,000 additional housing units west of the San Benito River in the area bounded by SR-156B and Union Road. Due to road closures modeled in the flooding scenario, residents in this area would need to evacuate to Gilroy. As a result,, Gilroy experiences significant additional demand, causing travel times to increase by more than one hour compared than the Existing Conditions.

**Table 5. Estimated Travel Time (minutes), Flooding Scenario (2045 Conditions)**

Origin	Destination	Evacuation Travel Times		
		No Evacuation (mins)	Evacuation (mins)	Difference (mins)
<b>Evacuation Zone SBC-041</b>				
Bixby Road N. of SR 156	Community Center	11.7	33.0	21.3
	Airport	14.8	41.6	26.8
	Gilroy	23.6	118.9	95.3
Union Rd. E. of SR 156	Community Center	8.3	26.7	18.4
	Airport	12.0	35.3	23.3
	Gilroy	23.8	132.0	108.2
<b>Evacuation Zone HOL-C017</b>				
S. of San Juan E. of River	Community Center	2.5	3.1	0.6
	Airport	7.6	11.8	4.2
	Gilroy	22.7	105.7	83.0
Westside & Nash	Community Center	2.9	3.4	0.5
	Airport	8.0	12.1	4.1
	Gilroy	23.9	109.0	85.1

## EARTHQUAKE SCENARIO

This section presents the congestion location and travel times analysis under the earthquake conditions for all the analysis scenarios. The origin and destination location are identified based on the evacuation area boundaries defined for this earthquake scenario and likely evacuation destinations in San Benito County. However, evacuation destinations are subject to change during an actual evacuation event based on direction from the City Police Department and/or County Sheriff's Office or evacuating persons' personal preferences.

### Existing Conditions

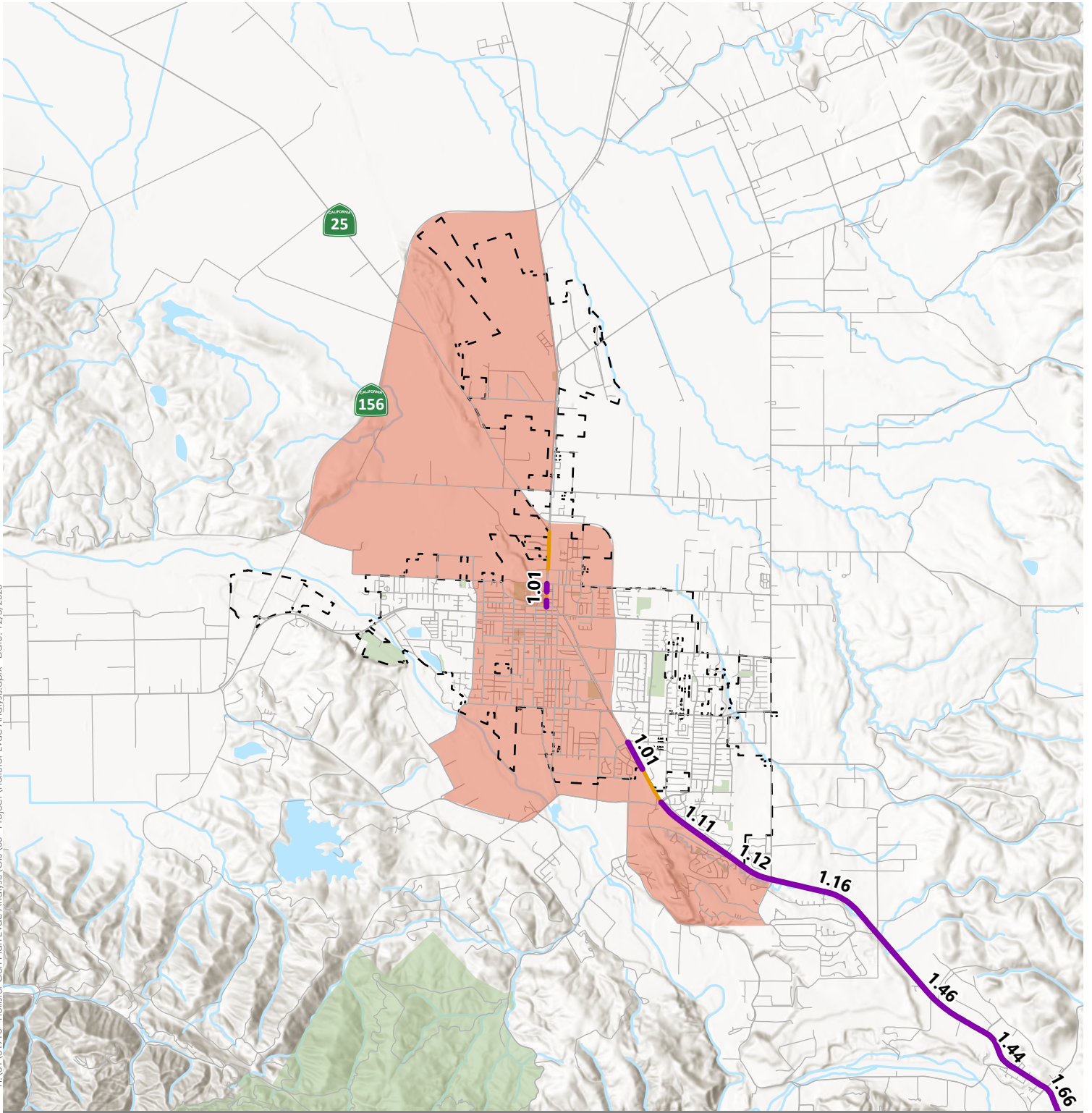
Figure 7 shows the congestion locations during the flooding scenario. Congestion is estimated to increase to over capacity at SR-25 south of Sunset drive and the San Benito Street-Maple Street intersection.

### 2045 Conditions

Figure 8 shows the congestion locations during the flooding scenario. Congestion is estimated to increase to over capacity at the following locations:

- SR-25 South of Fairview Road
- Cienega Road South of Union Road
- Nash Road from Westside Boulevard to Riverside Road
- SR-156B from SR-156 to SR-25
- SR-156 from SR-25 to SR-156B
- The San Benito Street-Maple Street intersection.
- The SR-156B-McCloskey Road intersection

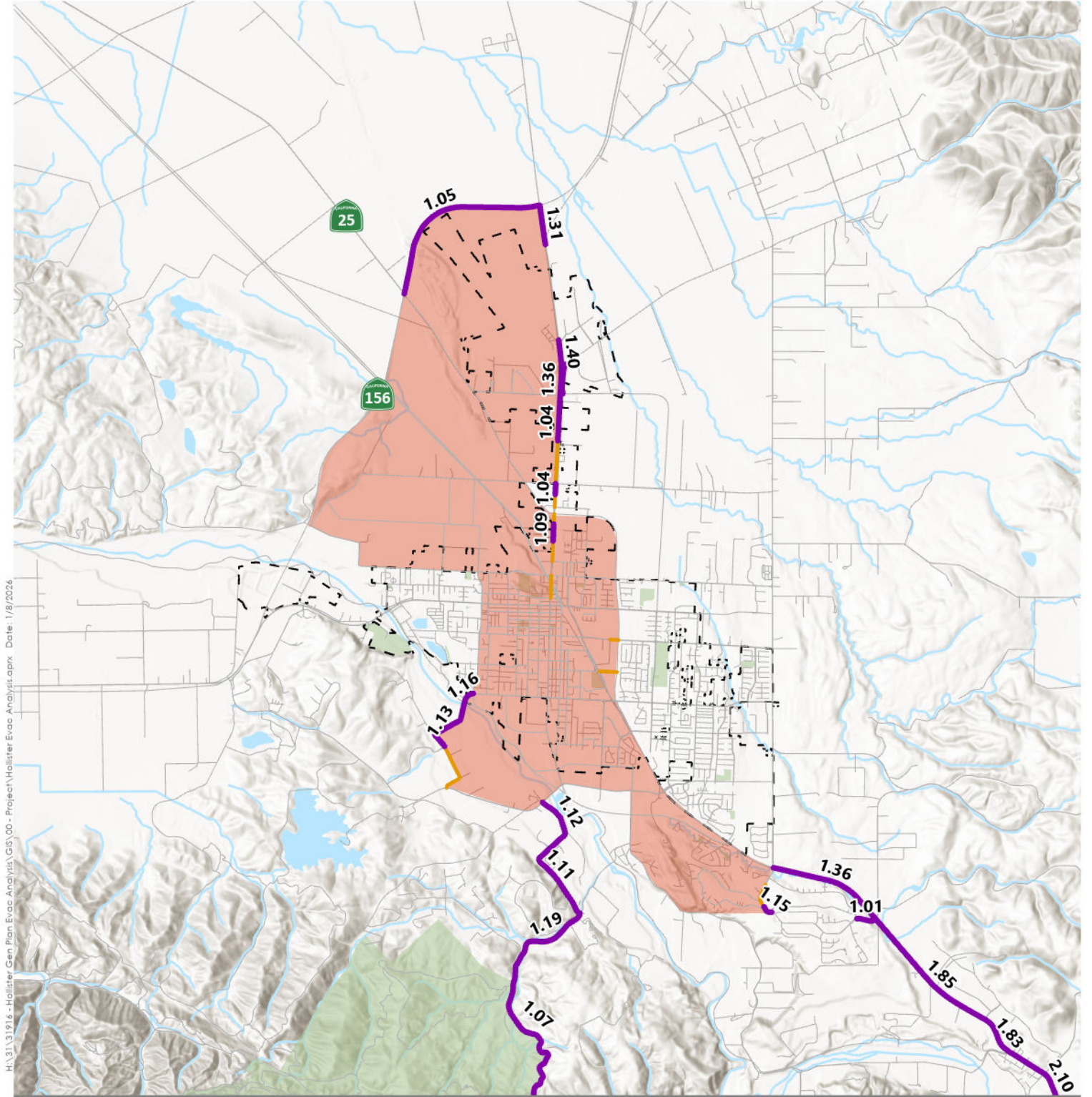
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- Evacuating Areas
- Hollister City Boundary
- Volume-to-Capacity Ratio**
- V/C > 1.0
- V/C = 0.90 - 0.99
- V/C < 0.90

**Roadway Capacity - Existing Conditions  
Scenario 2 - Earthquake along Calaveras Fault  
Hollister General Plan Update  
Hollister, CA**

**Figure 7**



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- Evacuating Areas
- Hollister City Boundary
- Volume-to-Capacity Ratio**
- V/C > 1.0
- V/C = 0.90 - 0.99
- V/C < 0.90

0 0.5 Miles

**Roadway Capacity - 2045 Conditions**  
**Scenario 2 - Earthquake along Calaveras Fault**  
**Hollister General Plan Update**  
**Hollister, CA**

**Figure 8**

## Estimated Travel Times

Table 6 shows the estimated travel times (in minutes) during the earthquake scenario for the existing conditions. As seen in the table below, the increase in travel times with an evacuation varies between 0.3 to 38.5 minutes.

**Table 6: Estimated Travel Time (minutes), Earthquake Scenario (Existing Conditions)**

Origin	Destination	Evacuation Travel Times		
		No Evacuation (mins)	Evacuation (mins)	Difference (mins)
<b>Evacuation Zone HOL-C014</b>				
W. of SR 25 N. of 4th	Fairgrounds	14	52.5	38.5
	Airport	4.7	5.5	0.8
	Gilroy	19.1	21.2	2.1
W. of SR 25 Bypass S. of Meridian	Fairgrounds	12.7	50.4	37.7
	Airport	6.1	6.9	0.8
	Gilroy	20.5	22.5	2
<b>Evacuation Zone HOL-C021</b>				
Plaza San Benito	Fairgrounds	10.9	48.5	37.6
	Airport	8.2	8.5	0.3
	Gilroy	22.6	24.2	1.6
<b>Evacuation Zone HOL-S047</b>				
W. of SR 25 Bypass S. of Meridian	Fairgrounds	9.5	46.8	37.3
	Airport	10.2	10.5	0.3
	Gilroy	24.5	26.2	1.7

Table 7 shows the estimated travel times (in minutes) during the earthquake scenario for the 2045 conditions. As seen in the table below, the increase in travel time with an evacuation varies between 0.8 to 106.7 minutes. The 2040 Hollister General Plan projects more than 2,000 additional households in the area around Ridgemark, just south of Hollister. These residents would primarily evacuate to the Fairgrounds due to its close proximity. As such, the Fairgrounds receive additional demand under the 2045 conditions, causing travel times from other areas of Hollister to increase by more than one hour compared to Existing Conditions.

**Table 7. Estimated Travel Time (minutes), Earthquake Scenario (2045 Conditions)**

Origin	Destination	Evacuation Travel Times		
		No Evacuation (mins)	Evacuation (mins)	Difference (mins)
<b>Evacuation Zone HOL-C014</b>				
W. of SR 25 N. of 4th	Fairgrounds	14.8	121.3	106.5
	Airport	4.7	15	10.3
	Gilroy	20.6	22.3	1.7
W. of SR 25 Bypass S. of Meridian	Fairgrounds	12.7	119.5	106.8
	Airport	6.1	16.3	10.2
	Gilroy	22	23.6	1.6
<b>Evacuation Zone HOL-C021</b>				
Plaza San Benito	Fairgrounds	10.9	117.5	106.6
	Airport	8.2	17.6	9.4
	Gilroy	24.1	24.9	0.8
<b>Evacuation Zone HOL-S047</b>				
W. of SR 25 Bypass S. of Meridian	Fairgrounds	10.7	117.4	106.7
	Airport	9.7	19.7	10
	Gilroy	25.6	27	1.4

Compiled by: Kittelson & Associates, Inc., 2025

# Evacuation Planning Considerations

This section describes evacuation projects and strategies that may be considered to improve the capacity and resilience of the city's roadway network to support future evacuation events. The projects and strategies were identified based on previous congestion and evacuation studies, review of recent evacuation efforts, and effective evacuation planning practices identified by US Department of Transportation (USDOT) and Federal Highway Administration (FHWA). The strategies are organized into five categories:

1. Roadway Management
2. Communications
3. Vulnerable Populations
4. Public Education
5. Resource Management

## ROADWAY MANAGEMENT

This section contains infrastructure-related strategies that will aid in improving the capacity of the evacuation roadway network, which can be a challenging element in a successful evacuation. For each infrastructure-related treatment, it is necessary to consider downstream capacity limitations and identify if those limits nullify the potential benefits of the treatment as well as other competing roadway design needs to serve other functions and goals. Table 8 outlines each of these strategies and provides a brief description of the strategy and desired outcomes.

Of these strategies, the most effective for increasing evacuation capacity would be those that involve manual control of traffic combined with contra flow operations that allow evacuation on both inbound and outbound lanes of streets, combined with maintaining clear passages for emergency vehicles.

**Table 8: Roadway and Intersection Capacity and Resilience Related Strategies**

Strategy	Recommendations	Responsible Department
Limited/unlimited contra flow on highways	Establish temporary control points to temporarily close inbound travel lanes on selected highways to allow outbound traffic to utilize these lanes during evacuation.	Caltrans, Hollister Public Works (Engineering), Hollister Police Department
Limited/unlimited contra flow on unlimited access arterials	Establish temporary control points to temporarily close inbound travel lanes on selected unlimited access arterials (such as parkways and boulevards) to allow outbound traffic to utilize these lanes during evacuation.	Hollister Public Works (Engineering), Hollister Police Department
Restrict left-turn movements	Establish temporary control points to minimize left-turn movements along evacuation routes and on roads leading to evacuation routes.	Hollister Public Works (Engineering), Hollister Police Department
Stage tow trucks	Consider how to stage tow trucks at bottleneck locations along evacuation routes to help detect and clear minor crashes and maintain traffic flows.	Hollister Police Department, Hollister Public Works (Fleet Services)
Adjust signal timing	Increase the green time and/or progression band of traffic signals for through movements leading out of an evacuation zone.	Hollister Public Works (Engineering), Caltrans
Signal operation during power outage	Install signal battery backups in case signal operations need to be maintained during a power outage. Consider using channeling devices, static signs, and coning strategies to manage intersection flow during power outage if the signals lack power.	Hollister Public Works (Engineering), Caltrans
Traffic control points	Establish traffic control points (i.e., locations along designated evacuation routes with emergency management personnel) to maintain a greater degree of evacuation management. These locations could enhance the efficiency of an evacuation, reduce public confusion, and allow increased operational flexibility during an evacuation.	Hollister Police Department

Strategy	Recommendations	Responsible Department
Floodplain Management	Work with the San Benito County Floodplain Manager and San Benito County Office of Emergency Services to ensure proper management of the floodplain to reduce the severity of potential floods. Strategies such as those outlined in the Pajaro River Watershed integrated Regional Water Management Plan <sup>3</sup> can minimize the number of people needing to evacuate.	San Benito County Floodplain Manager, San Benito County Office of Emergency Services, Hollister Public Works

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<sup>3</sup>[https://static1.squarespace.com/static/5c0806f83917ee62c5270383/t/5e7a25c4b8ae72565ed007e6/1585063387814/Pajaro+IRWM+Plan+Update+2019\\_v03-24-20\\_compiled.pdf](https://static1.squarespace.com/static/5c0806f83917ee62c5270383/t/5e7a25c4b8ae72565ed007e6/1585063387814/Pajaro+IRWM+Plan+Update+2019_v03-24-20_compiled.pdf)

## COMMUNICATIONS

This section describes communication strategies that address how information may be shared among agencies, organizations, and the general public for evacuations. During an emergency evacuation event, two types of communication take place: (1) communication among entities involved in the management of response, and (2) communication between the City and the general public. Table 9 outlines each of these strategies and provides a brief description of the strategy and desired outcomes.

**Table 9. Communication Strategies for Evacuations**

Strategy	Recommendations	Responsible Department
Establish and maintain communications	Strengthen and maintain communication among coordinating emergency event agencies. This could be achieved through systems such as the Public Information Emergency System and Emergency Satellite Communications.	Hollister Fire Department, Hollister Communications Manager
Variable/Dynamic Message Signage	Use variable message board equipment and targeted installation of permanent dynamic message signs on evacuation routes to improve communication and reduce public confusion.	Hollister Public Works (Engineering)
Public Posts and Flyers	Post signs and flyers in public places, such as businesses, community centers, and parks, with instructions on where to go in an evacuation and key evacuation information. Signs and flyers should be posted in multiple languages. For digital posts, ensure notifications are sent in real-time and reach a broad audience.	Hollister Public Works, Community Services and Parks
Traffic counters/CCTV cameras	Install traffic counters and/or CCTV cameras on freeways, which can help assess traffic flow, volume of vehicles evacuating, and monitor incidents during emergency evacuation events.	Caltrans, Hollister Public Works (Engineering)

## VULNERABLE POPULATIONS

This section identifies strategies specifically for evacuation of vulnerable populations.<sup>4</sup> Vulnerable populations include community members that are at an increased risk in an evacuation and may need additional assistance, such as people with disabilities, unhoused persons, and people without access to a private vehicle. The city can use demographic data and U.S. Census data to identify vulnerable population locations and communities. City staff and emergency response teams may work with specialized organizations such as hospitals, medical associations, public service organizations, public health staff, and other providers or community groups to identify and locate relevant population segments and the types of assistance needed. Public awareness and messaging of programs and resources to help vulnerable populations needs to be communicated ahead of time. Table 10 outlines considerations by need.

The San Benito County Emergency Response Team is responsible for carrying out these recommendations. During an emergency event, there will likely be an increase in demand and responsibility on the Emergency Response Team, which includes the Hollister Fire Department, Hollister Police Department, San Benito County Emergency Medical Services, San Benito County American Medical Response, and San Benito County Office of Emergency Services. City of Hollister staff should communicate with them to ensure that the city is served as well as possible.

**Table 10: Additional Steps for Evacuation of Vulnerable Populations**

Special Need	Recommendations	Responsible Department
Visually impaired	<p>May be reluctant to leave familiar surroundings when the request for evacuation comes from a stranger. People who are blind or partially sighted may have to depend on their guide dogs and/or others to lead them to safety.</p> <p>Partner with neighboring cities/private/non-profit agencies to provide adequate paratransit services for those who need assistance in an evacuation.</p>	Hollister Police Department, San Benito County Community Emergency Response Team
Hearing impaired	<p>May need additional evacuation warning resources. Include visual aids such as pictures or maps to reinforce key messages during evacuations. Continue to provide written updates via communication channels, such as Everbridge and Genesis, and on social media channels.</p>	Hollister Police Department, San Benito County Community Emergency Response Team
Mobility impaired	<p>May need special assistance such as paratransit. Partner with San Benito County/private/non-profit agencies to provide adequate paratransit services for those who need assistance in an evacuation.</p>	Hollister Police Department, San Benito County Community Emergency

<sup>4</sup> *Using Highways for No-Notice Evacuations: Five Planning Considerations*, FHWA, Accessed August 2022.

Special Need	Recommendations	Responsible Department
		Response Team, San Benito County Express
People without vehicles	Emphasize the importance of carpooling with neighbors or other community members. Provide information on transit routes and transit stops. Work with local transit agencies on using buses for evacuations. Identify areas that would benefit from a carpooling program (e.g., communities with limited ingress/egress). Coordinate with neighbors, local businesses, and local transit to identify volunteers for carpooling at the local level. For businesses or commercial centers, identify if there are commercial vehicles (e.g., delivery trucks) that can be used for evacuation of people or supplies.	Hollister Police Department, San Benito County Community Emergency Response Team, San Benito County Express
Non-English-speaking persons	Provide bilingual or multilingual materials to support communication with non-English speaking populations during evacuation. Communications should be created in English and Spanish.	Hollister Police Department, San Benito County Community Emergency Response Team
People with medical conditions	Communicate in advance the location and availability of hospitals or facilities with emergency/life-sustaining medical equipment that residents can go to during an evacuation. Identify the transportation mode of transfers to other facilities, based on the criticality of patients/clients and type of health needs.	Hollister Police Department, San Benito County Community Emergency Response Team
Unhoused (Homeless) population	Arrange for food, shelter, and transportation for unhoused (homeless) population. Offer age-appropriate emergency and evacuation information to homeless children.	Hollister Police Department, San Benito County Community Emergency Response Team
Children at school	Coordinate with schools and school districts in advance to ensure they have proper procedures to evacuate students and reunite them with their family should they need to do so during school hours.	Hollister Police Department, Hollister School District, San Benito High School District, San Benito County Community

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Special Need	Recommendations	Responsible Department
		Emergency Response Team

## PUBLIC EDUCATION

Sharing information is a critical element to help educate the general public on how to prepare in advance for an evacuation. San Benito County publishes a list of [emergency preparedness resources](#) to educate the public on hazards and evacuation planning. The public education strategies the City may consider could also include:

- Defining the meaning of different types of evacuation orders;
- Sharing how evacuation orders are declared and communicated to the public;
- Providing information on preparations to carry out in advance, such as emergency “go” kits, family evacuation plans, and available vehicles for evacuation;
- Conducting a public affair campaign(s) to share best practices in an evacuation, such as distributing easy-to-read evacuation maps with alternate routes, encouraging families to take one car, etc.
- Providing information on available transportation options, including for vulnerable populations;
- Providing information on evacuation shelters and support services offered during evacuation, including shelters for large farm animals.
- Providing regular emergency preparedness trainings in multiple languages at convenient, accessible locations.
- Building capacity of resilience hubs, community-based organizations, and other community groups to support community-based disaster preparedness efforts through direct or passthrough funding, grant writing support, information sharing, etc.

## RESOURCE MANAGEMENT

Evacuations are resource-intensive events that require significant personnel, facilities, and equipment to implement successfully. The City should determine what resources are available as well as what resources will be needed for staff to perform their responsibilities during an evacuation successfully, which can include the following:

- Outline staff roles and expertise available in the City’s Emergency Operations Plans, including number of staff available to help people evacuate from homes and other buildings
- Facilities available (e.g., traffic operations center, shelters, livestock evacuation shelters, etc.);
- Available information systems to support the evacuation (e.g., ITS, computer networks, ancillary hardware such as cameras, road sensor loops, etc.);
- Communication systems (e.g., landline, mobile phones, radio system, email, sirens);
- Vehicles/transport (e.g., staff transport, tow trucks, transit vehicles, heavy equipment); and,
- Miscellaneous materials to support implementation of evacuation strategies (e.g., traffic cones, channeling devices, static signs).

If critical resource gaps are identified, the City may look to work with other agencies to determine additional resources and needs. The City may also work with private sector entities to expand the resource base. For example, utilities companies may keep cell and internet services running in vulnerable communities during public safety power shutoffs. Private service companies such as ambulance operators and towing companies can provide additional assets during evacuation. These companies can clarify what

is expected of them during a potential evacuation event to ensure their services are available, when needed.

## Next Steps

This memorandum describes the results of the evacuation analysis as well as evacuation planning considerations and strategies to help improve the capacity and resilience of the City of Hollister's roadway network to support future evacuation events. This information will be used to frame supportive policies for the 2040 General Plan update. These strategies and policies can be used to identify potential evacuation resiliency improvements throughout the city.







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